

NOW IN ITS FIFTIETH YEAR

# SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

Vol. 52, No. 49

Three Sections

TORONTO, CANADA, OCTOBER 9, 1937

Established A.D. 1887

10 Cents

## THE FRONT PAGE

The Summer Photographic Competition closed last Saturday. Particulars of the prize-winner for the week, and of the winner of the special award of Five Dollars for the largest number of Honorable Mentions during the season, will be found on Page Three. The improvement in the average quality of the entries in this competition, as compared with the average of past years, has been most striking. We used to be inundated with "record snaps" whose only genuine source of interest was the memories which they might stir in the breasts of the photographer and possibly of the companions who were with him when the "snap" was taken. The great bulk of amateur photographs are of this kind, and we are far from belittling them, for they serve a very useful purpose; but that purpose has nothing to do with competitions. This year we have received hardly any such entries, ninety per cent of the prints submitted having valuable points of artistic excellence. On the other hand, the quality of the BEST entries has not so greatly exceeded that of the best entries of past years. Few of our leading contestants have learned to take advantage of the vastly increased resources of the 1937 camera for "candid" work, action pictures and the like. Those who have done so have had no difficulty in landing prizes. We should like to make these Competitions more of a presentation of Canadian life and somewhat less of a presentation of Canadian landscape; and we hope that next year our contestants will back us up in this endeavor.

The Fall Fair Photographic Competition closes at noon today. We offer a prize of Ten Dollars for the best action picture relating to a Fall Fair or a harvesting operation. We endeavor to return prints when stamps are forwarded for that purpose.

"Laughing With Canada," the fifteen-minute "talk" by the editor of this paper which is being offered by the C.B.C. on Wednesday evenings at 8 EST, is also being transmitted to United States stations of the Mutual circuit as an exchange feature. In Toronto it is transmitted from CRCY.

**I**F THERE had not been in recent years a very serious decline in public respect for the rights of property, we should never have heard of so preposterous a proposal as that of Mr. Aberhart for the seizure without payment of large quantities of valuable newspaper space in the periodicals of Alberta and its use for the dissemination of government propaganda. The pages of a newspaper are the property, directly, of the owners of that newspaper, and indirectly of the people who pay their good money to purchase copies of it. In the good old days when property was property, nobody would have dreamed of seizing great portions of this particular kind of property and using it for purposes desired by the government but not desired by the owners or the readers of the newspaper.

On principle the demand is frightful. In practice we cannot bring ourselves to believe that it will be seriously harmful to the Alberta newspapers, nor that it will do the slightest good to the noble cause of Social Credit. It may be possible to lead the intelligent readers of the Calgary *Herald* to the water of pure Social Credit dogma, in the form of a full-page spread in their favorite paper, but it will never be possible to make them drink. We have had to read a good deal of Social Credit dogma in our time, and we know from sad experience that it is not readable

that nobody, that is to say, would read it voluntarily. Even the Alberta Social Creditors do not read it; they listen to it, over the air, in the mellifluous tones and the sanctimonious phraseology of the Pious Prophet Premier, but they do not read it in the columns of the Premier's organ, and that is precisely what makes him mad at the other papers that they do read.

On the days when Mr. Aberhart is commandeering a page of the Calgary *Herald* for his preachers it will obviously be necessary for the editor to condense or omit some of his more normal features; but even so verbose a person as Mr. Aberhart will hardly be able to fill a newspaper page every day. And we can imagine that with judicious and reasonably pungent comments by the *Herald* editor: ("This is tosh!" "That is damfoolishness!" "Here the reader will note that the Alberta Government is telling a plain, flat, downright lie!"), conspicuously printed in an adjoining column, even a page by Mr. Aberhart might not be wholly devoid of journalistic interest.

Take heart, good colleagues of Alberta. It might be worse. All you have to do is print the stuff; you don't have to read it.

## NEW RADIO ARTIST

THE most important event of the Ontario election, barring its result, which at the moment of going to press is not yet available for comment, was the appearance of Mr. George C. McCullagh as an absolutely first-class broadcaster. Mr. McCullagh was an important enough figure before, with his considerable personal wealth, his intimate associations with even greater wealth, his monopoly control of the morning newspaper field in the Ontario capital,



"PRAIRIE HAIL STORM." Prize Winning Photograph for week of September 25, by C. H. Niles, 213-5th Avenue, Saskatoon, Sask. Kodak, 1/25 sec at F6.5, filter, August.

and his immensely energetic and somewhat ingratiating personality. But when to these resources there is added a radio style of the highest effectiveness, the result can only be expressed in the language of the moment, and we can only say to the owner of the *Globe and Mail*: "Boy, you've got something!"

Mr. McCullagh's address lasted precisely one hour. It held the interest without a moment's wavering from beginning to end. The script was, we assume, prepared by a very experienced hand; it was hung together in a way that indicated a sure knowledge of the mental habits of listeners-in. But many of its best touches—such as the linking-in of the closing verses ("Invictus" of course) with the charming little story of the volume being handed by Mrs. McCullagh to the speaker as he left his home, nervous and taut, for the ordeal—had strong marks of being his own contribution. And the amazing thing was the skill with which it was delivered, as if every sentence, instead of being written down on paper, was formulating itself then and there in the speaker's mind. There was no monotony of intonation, and the changes of pace were frequent and well judged. Mr. McCullagh is either a very valuable or a very dangerous man.

## THE CORPULENT STATE

**J**OHN BULL is worried about his waist-line. It seems that it has been expanding, along with trade. You remember that Stanley Baldwin, when prime minister, said with some alarm: Our frontier is now the Rhine. But it has remained for lean un-John Bullish Neville Chamberlain to do something about it. Inaugurating a health campaign designed to make the Briton muscle and brawn conscious, he pointed out that while the corpulent state is pleasant and comfortable, it is not as efficient as the corporative state. These were not the exact words of Premier Chamberlain, who went, indeed, to some pains not to make a comparison of Great Britain with the fascist and communist countries. He naturally wished to avoid the implication that regimentation was the road to health; he preferred to include the Scandinavians, who have satisfactorily demonstrated the fact that you can be athletic and democratic at the same time. But there is little doubt that it is the bronzed, flexible youths of Germany, Italy and Russia who have made John Bull suddenly sensitive about his paunch, his tendency toward shortness of wind

and his general appearance of deliberative middle-age. They have a bearing of purposeful youth which constitutes something of a challenge to British slippency.

Well, John Bull has decided to accept that challenge; and such is our respect for the adaptive qualities of his constitution that we shall be greatly surprised if the old champion does not come back in a big way. Anyway, he is now in training, and if you happen to see a short, rotund gentleman, his paunch pulled in and his chin stuck out, leaping over hedges or standing on his head, why that will be John Bull. God bless him, demonstrating the fact that life begins at forty and a man is as young as he feels.

## LATE RODOLPHE LEMIEUX

**T**HE younger generation of Canadians have little realization of the magnitude of the figure which was cut in the early years of the century by Rodolphe Lemieux, whose death last week at the age of seventy removed another of our Elder Statesmen. He was one of the Quebec members who entered the House of Commons for the first time in the great Liberal sweep of 1896, and owing to his having accepted nomination in two constituencies he escaped defeat in the great Conservative sweep of 1911, and was thus one of the very few members who were continuously in the House from 1896 until 1930, when he was called to the Senate. His oratorical powers were already well enough known at the former date to ensure his being chosen to second the Address, and seven years later he entered the Cabinet, in which he rose rapidly until his party went out of power. After its return in 1921 he was repeatedly offered Cabinet positions, and also the Lieutenant-Governorship of his Province, but declined all these in favor of the Speakership, a relatively inconspicuous but highly important post for which his tact and diplomacy rendered him peculiarly suited.

He was a French-Canadian aristocrat of the old school, and his wife was the daughter of a Lieutenant-Governor. It is probably more than a coincidence that the decline of his ambition for political power began at almost precisely the time when his only son, a charming and brilliant youth, was killed in the war. Himself possessed of remarkable powers of conciliation, he was an earnest believer in the use of that method for the settlement of disputes, and the Act

(Continued on Page Three)

## THE PASSING SHOW

BY HAL FRANK

**T**HERE was a slip-up somewhere, as the slump in the stock market shows. Prosperity was supposed to revive but what revived was ventriloquism.

The provincial election is over and now they can take down all campaign posters and detour signs.

A German scientist has devised a method to empty the Mediterranean. His plan is unique, we understand, because it does not call for submarines.

President Roosevelt has been forcibly reminded that he did not originate the custom of designating projects by their initial letters. Antedating the AAA and the WPA and SEC is the KKK.

That shortage in the Ontario honey crop is probably explained by the fact that the bees got discouraged. They knew it was election year and how honey would drip from the words of the politicians.

I understand, understands Horace, that the publishers of "Live Alone and Like It," and "How to Win Friends and Influence People" have got together on a campaign to sell the dual personality class. The people who find the Japanese incomprehensible have made the mistake of taking them literally. The Japanese speak a flowery language and Tokio is being elegant, not factual, when it says: Honorable Japanese wage honorable war against China.

Speaking of Charlie McCarthy, the white man's Benzen, if you believe the Communists, is the international banker.

There is still controversy as to what finally blew up the stock market but certain usually well-informed persons hint at a depth bomb.

We doubt if the winters are really less cold than they used to be. They merely seem that way after an air-conditioned summer.

That slightly acrid smell on the Autumn wind is easily explained. They're burning leaves and old election promises.

Fortune-telling is not to be permitted over Canadian radio stations. Those persons who wish to penetrate the veil of the future will have to do something more than merely twist a dial.

Hitler and Mussolini at their reunion in Berlin again proclaimed their love for peace. Which somehow reminds us of something Oscar Wilde said, about all men killing the thing they love.

Re-classify as fiction: The polite Japanese.

Esther says she is going to be awfully mad at the news-magazine, *Time*, if it doesn't choose Charlie McCarthy as the Man-of-the-Year.

## ELECTION RESULT

BY HAROLD F. SUTTON

Owing to the general lack of interest in the Ontario provincial election, we have asked Mr. Harold F. Sutton, the noted big game hunter and author of the six-volume treatise on "The Extinction of the Buffalo and a Good Thing Too," to give us his comment on the results of the election. Because SATURDAY NIGHT was compelled to go to press before polling day, Mr. Sutton was placed under a considerable handicap. Indeed, he says that it was the biggest handicap he was ever placed under, which coming from him, is a tribute to the sanity and commonsense of this old British Province. Mr. Sutton also tells us that he found it very pleasant being under the handicap, except for the damp and the mice and no old copy of *Household*. It was with difficulty that he was persuaded to come out from under. To be perfectly frank, he was forcibly removed (in a state of coma and it was in this state—and not his native state of Oklahoma, as some authorities have maintained) that he wrote the following paragraphs. Editor.

**I**HAVE been asked by the Editor of SATURDAY NIGHT, who shall be nameless, to comment on the results of the Ontario election. As I write, it is Tuesday by the calendar—what time have you got?—and as every schoolboy knows, the election did not take place until tomorrow, Wednesday, October 6. And a fine day it was for it, too. There was a spanking breeze, frigate birds sailed gracefully about the mainmast and yonder at the horizon rose the stately palms of Abercrombie and Fitch. We would land at nightfall and the Kanaka boys, already dreaming of rice wine and dusky maidens dancing in the moonlight, went singing about their tasks of hollystoning the skipper.

But we are ahead of our story. It is still Tuesday, the barometer is falling, there is a drizzle of rain and not a spoilt ballot in sight. How does the old cursory rhyme go?

Hepburn or Rowe,  
Hepburn or Rowe,  
On Wednesday October the Sixth  
We will know.

**H**ERE, comfortably perched on the horns of a dilemma, we sit and contemplate our navel, an old family heirloom. After all, though it be difficult, it is not an impossible problem to comment on an election that has not yet taken place. Poking about at the thing with a ten-foot pole and sucking an aspirin, one soon discovers that the election result will fall into one of six general categories, viz.: (1) Landslide for Hepburn; (2) Small Majority for Hepburn; (3) Deadlock; (4) Small Majority for Rowe; (5) Landslide for Rowe; (6) Postponement on Account of Rain and About Time Too.

That simplifies the situation to a certain extent but it can be further simplified, viz.: Categories 1) and 5) can be combined into category A) Landslide for Hepburn; Rowe; Categories 2) and 4) likewise can be combined into category B) Small majority for Hepburn; Rowe; likewise, or if you prefer, similarly, categories 3) and 6) can be combined into category C) Deadlock. Postponement on account of McCullagh—Rain.

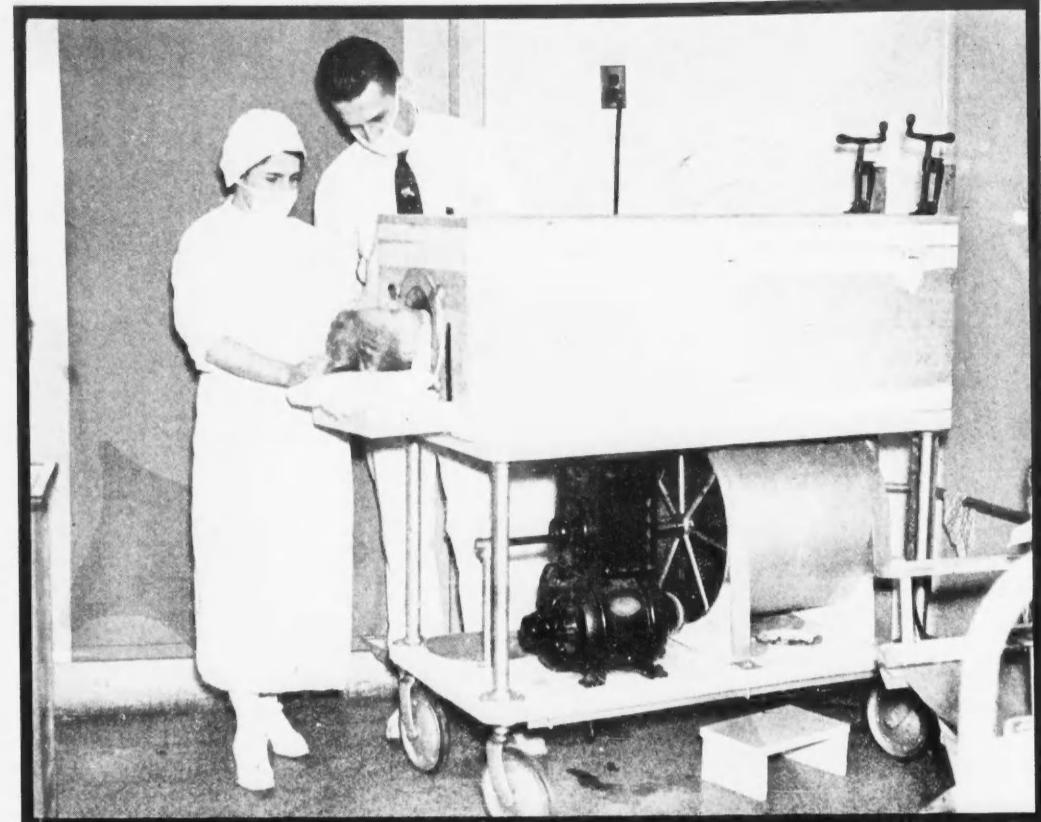
Going still further tell us what we go too far categories A) and B) and C) can be combined into No. 1 or totalitarian category A')—Landslide—Small majority—Deadlock—Postponement for Hepburn—Rowe—Goodness Sake—Crying Out Loud.

**H**AVING thus arrived at the election verdict and not a soul to greet us, we are now in the slightly cramped position of being able to comment on the significance of it all. Well, in the first place we are not surprised. Readers of this journal, and any others who would like to come in on a good thing, will recall that we have forecast such a result and at great expense to ourselves, too. But then we have been taught that nothing is too good for the customer. He's deserving of the best, is old Cholmondeley.

As we have said—we did, didn't we?—we are not surprised. After all, what else could any intelligent person expect, things being what they are? And what are things anyway? Do you know? Do I know? Does your wife know? No. You can reduce all things to electricity and what have you got? A surplus of Hydro-electric power. That may be all right from the point of view of the consumer who wants a reduction of rates, but what does it mean from the empirical point of view? I guess I get you there, pal.

**W**E HAVE been digressing, but as somebody said, or as good as said, digression is good for the soul. And it's only four dollars a bottle. I'm only on my second bottle and yesterday I did a full day's washing without a crick in the back or a sock from the old man. But enough of digression. Let us go back to the election before the others begin to get suspicious. It was a fine election as elections go and as elections go it went. And we are not one to call it back. It's old enough to know its own mind and the only way you can learn is by experience. Don't cry, Marty; he'll come back, a bigger and better man than his father ever was.

THE "HOME-MADE" EQUIPMENT WHICH MET THE EMERGENCY. Five of the new type of "iron lungs" designed and built for the Ontario Department of Health by the Hospital for Sick Children, Toronto, are shown at the left. The famous "wooden lung", which saved lives at the Hospital for Sick Children when the poliomyelitis epidemic caught hospitals all over the continent insufficiently supplied with Drinker respirators is shown at the right; hastily constructed, it was the basis for the design for the new type of iron respirators.



## WAR ON POLIO SPEEDS UP IRON LUNG PRODUCTION

BY AGNES ARMSTRONG

*When this story by Agnes Armstrong, President of the Junior League, first came to our desk some days ago, we became aware that here was an spur in hospital history. We decided then and there to meet this industrialized situation soon, and see for ourselves. But during the few days that passed before we could put the last, another miracle had happened. Little Gordon Jackson, the whom the now famous wooden lung was built, together with three of his compatriots, Jimmy Ideon and George, were neatly tucked in beds. Were they all better so soon? One possible. The child was saved for us in a moment. The happy little people, who only yesterday were in lungs with nothing but their hearts protruding, were today in custom-built, celluloid jacket respirators off their own, which had been designed and made by the hospital for them. There is nothing remarkable about these jackets, the patients are merely tied to them and I might even bring a chair along with them.*

*Is the confidence in the iron lung over? Mr. Joseph Bower, Superintendent of The Hospital for Sick Children, says no. "It is, I think," said he, "still not necessary to tell the successive apparatus to which patients can be added to include emergency equipment we have developed. Once the patient is in the iron lung the doctor has an opportunity to question, observe and accurately diagnose the case."*

*The iron respirator has undoubtedly demonstrated its remarkable merits during the present epidemic. Fortunately not many Polio cases contract chest paralysis, but it is estimated that fifteen such children and adults throughout the Province have had this misfortune, most of whom are still alive because of the contraptions that have been designed and built by the Hospital and distributed throughout this and other provinces by the Ontario Department of Health. We have studied every piece of other equipment available and find that all have merits or varying degrees. Whether the celluloid jacket that we have devised is the final answer remains to be seen. It is our hope that it will give all the benefits the iron lung gives, but I assure you we still like to have the iron lung on guard just the same."*

POLIOMYELITIS is a word which, this summer, has stepped out of the Medical Dictionary and engraved itself on the hearts of the people of Ontario. We have all grown too accustomed to the service our doctors give us. We accept without surprise or due thanks that patient and intelligent voice which answers the unnecessary night telephone call, that amiability about coming at once if you want him and the incredible number of hours of expert service which are given free to the poorer patients. If they have been anxious months for us, what have they been for them, fighting a disease which strikes here and there in the most unlikely places, an intangible and fearful foe? All that the doctors can do to combat Poliomyelitis is to diagnose it swiftly, administer serum, of the benefit of which they are not as yet sure—and pray that the patient escapes paralysis.

THIS year 25 to 30 per cent. of children and 50 to 60 per cent. of adults who become infected with the virus are paralyzed somewhere. Then comes the battle to keep them alive and prevent or lessen permanent deformity, and here particularly is where the Hospital For Sick Children, Toronto, steps into the picture.

Not so many years ago Dr. Philip Drinker of Boston invented an artificial respirator to enable patients with paralyzed chest muscles to breathe artificially. The Hospital For Sick Children had the first one in Canada and most of the other hospitals, which admit Poliomyelitis cases, have one of the commercial machines at the present time. They were much publicized this last year when young Sute was brought back from China to Chicago encased in one. To a layman, the system is that the body is placed in an air-tight iron box with the head sticking out, a rubber collar fitting the neck snugly and a mechanical contrivance driven by electricity producing alternately a negative and positive pressure which causes the lungs to act naturally.

WHEN in the middle of August the epidemic became acute in Ontario, the Superintendent at the Hospital For Sick Children, Mr. Joseph Bower, began to worry about what would happen if there were two chest paralysis cases and only one Drinker

machine. A meeting of the medical staff of the hospital, faced with this problem, reported that nothing save artificial respirators could save the lives of chest paralysis cases. This placed the problem neatly and completely in the hands of the administrative staff. Manufacturers of respirators of the Drinker type in Boston and Montreal stated that they might be able to deliver one machine in about two weeks—this with an hourly danger of a second case being admitted, for already the one respirator was occupied continuously. Dr. Drinker, discovered by telephone in a New Hampshire summer resort and invited to come up and instruct the hospital's engineers in the construction of a respirator room or the construction of a respirator, while deeply concerned at Toronto's plight, said that he did not believe that such contrivances could be made in a matter of hours or days. He very thoughtfully suggested that patients in Toronto be flown to Boston for treatment.

THE hospital was not discouraged. They were determined to go ahead with the building of a respirator room for four patients and concurrently the building of respirators. The next day at noon what everyone feared, happened. Three-and-a-half-year-old Gordon Jackson, who had been admitted to the hospital some days previously, began to develop chest paralysis. The hospital had built as an experimental model, some years before, a very tiny respirator with the idea of assisting premature babies to breathe. They got it out and looked at it. Dr. Kermit Brask of Detroit, intern on the Infectious ward who, for the last two months has been on call twenty-four hours a day, asked if the tiny machine could be altered and increased in size for Gordon Jackson. They didn't waste much time looking either, for they started work at noon on August 26 to reassemble the mechanical parts and on the construction of a new wooden box, and by 8:20 that night they put a dying, grey-faced little boy into a thing that looked like a wooden steamer trunk; air leaked at the seams, so nurses gummed strips of adhesive along the cracks, and the top of the box vibrated with the pulsation of the air in the box, so carpenter clamps were applied to hold it in place. In forty minutes Gordon Jackson's face began to lose its grey look, and by ten o'clock he was taking nourishment. I saw him this week in one of the new streamlined metal models, yellow-haired, pink-cheeked and smiling, now able to leave his iron lung for several minutes at a time.

HARTENED by this tremendous victory, the Superintendent and the engineering staff decided to concentrate their efforts on the building of more lungs, and by Tuesday, August 31, they had completed four extremely efficient machines with

steel bodies. To-day, counting the now famous wooden lung, the four machines they built for themselves, and twenty-one which have been built on behalf of the Provincial Government, a total of twenty-six units are now in use or standing ready to meet any emergency. The building of these lungs depended upon the speed with which various companies could manufacture standard parts. With miraculous speed, the All-Weld Company and the McGregor and McIntyre Company turned out welded steel bodies. The James Morrison Brass Company manufactured cylindrical pumps with unprecedented rapidity. The Hamilton Screw & Gear Company produced speed reducers in a matter of hours, which under ordinary circumstances take about thirteen days to manufacture. Weary machinists and metal workers looked at each other and said "It might be my kid," and went on working. Soon the four iron lungs for the hospital were completed, but as fast as they were turned out, they were occupied.

THE Department of Health of the Province of Ontario, who from the first had realized the seriousness of the situation, sent doctors and engineers to observe the efficiency of the respirators that had been built by the Hospital. They concluded that the Hospital was the only place from which it could obtain satisfactory machines quickly enough. The Government gave its first order on the evening of September 1 for three. This order was doubled the next day, and within two days more the order was increased to twelve. The Government machines now number twenty-one and are distributed in many parts of the Province and as far West as Regina and Edmonton. As Government machines were turned out, it looked as if everyone but the Hospital For Sick Children would have plenty of machines. On being advised of the situation, the Department of Health readily agreed that three be left standing spare at the hospital to receive emergency cases and that the Ontario Government's air-service would have their aeroplanes ready to fly urgent cases to Toronto. With amazing foresight on the part of the Provincial Department of Health, and a bit of luck, there was never a chest case without a respirator ready for it.

By this time the newspapers had broadcast the news far and wide and two chest cases, with only one lung available and it in use, were reported in Denver, Colorado. The Toronto Star appealed to Mr. Bower to telephone specifications to Denver. This was done but Mr. Bower suggested the more practical method of meeting the situation by flying the original wooden lung, which had saved the Jackson boy's life, to Denver. The machine was quickly dismantled, parts labelled, photographs taken and the Star flew it to Buffalo where it was transferred to another aeroplane and landed in Denver early in

the morning. When a call of the same nature came from Williamsport, Penn., Mr. Bower telephoned to have the child sent here by air. The improved iron fifteen-hundred-pound monsters don't fit very well in aeroplanes.

THERE is usually some warning when chest paralysis is developing. The doctors know that they have a few hours' grace before it becomes a question of mechanical respiration or death. An emergency call reached the Department of Health from Winnipeg. The iron lung at Sudbury was standing idle at the moment. The Department of Health ordered it on to Winnipeg. To replace the one at Sudbury, Dr. McGhie, Deputy Minister of Health in Ontario, asked Mr. Bower to send another one by truck to Sudbury. Again he called to ask that the machine be put on the 12:05 train; it was then 11:58. The Superintendent gasped and the Deputy Minister said he would try to have the train held fifteen minutes. At this hour the iron gates into the hospital were locked and the watchman was off punching clocks in distant corners or doing whatever night watchmen do. The other man who had keys, one of the engineering staff, all of whom had been working twenty-four hours a day, had gone to the corner store for a bowl of soup. Even seconds were precious. Almost a ton of iron had to be pushed through many corridors, up hill and down dale, through the hospital and lifted on to a truck at another entrance to the hospital. The truck was equipped only with eight-inch sideboards; there was no time to tie her on, so Superintendent, internes, orderlies and passers-by who had helped, jumped aboard, the driver was ordered full speed ahead with the horn hard on down Elizabeth Street. The lung, mounted on ball bearing casters, in spite of six men on each side, rolled back and forth perilously. Above the noise the driver could not hear instructions to go slow at the corners, so that night there were very nearly smashed many willing workers and one respirator, as the machine tilted and lurched on two legs. All the same she landed at the station and was aboard before the time limit had expired and one more life was saved.

I ASKED Mr. Bower, who is by profession a Civil Engineer, how it was that a hospital could meet such an emergency so quickly, and he replied: "First of all, when the seriousness of the situation and the need of quick action became apparent, the Chairman of the Board of Trustees said, 'Do whatever is necessary and tell us about it afterwards.'

"We are fortunate in having Mr. Harry Balfour, an ex-British Navy man, as Chief Engineer. It is to his skill and ingenuity that we owe the mechanical success of these machines. Mr. Hogg, also a construction man, has shown the most amazing ability and resourcefulness in buying and obtaining quickly the multitude of parts and equipment. The work of these two, the almost unbelievable co-operation of the manufacturers and the energy of the men fitting the parts together, who never seem to tire, complete the picture."

The hospital's work does not stop with lungs. The Orthopaedic shop, increased vastly in size, is turning out standard splints for arms and legs for all sizes of patients; the basement, the garage and every available corner is full of metal workers and leather sewers. The Surgical Staff of the Hospital developed standard leg and arm splints. The Department of Health of the Province examined and approved them and are providing these appliances free to all paralyzed cases in Ontario. With the aid of the doctors, they intend to stop any crippling that can possibly be avoided by treatment and care.

A number of people have thought and said that the papers have made too much of the Poliomyelitis epidemic, alarming the public unduly in the dog days. I wish these same people could walk through the Poliomyelitis wards in the Hospital For Sick Children as I did, see the seven or eight children who are in iron lungs, amazingly comfortable they seem, see the other children lying with useless arms and legs, some miraculously with no bad after-effects, but all too many with what may be permanent injuries. I wish too that they could see the serious tired faces of the men and women who serve that great institution. They would talk no more of foolish alarmists.



"WOLVES" AND SHEEP. A war and peace contrast on Salisbury Plain during recent manoeuvres, showing part of the mechanized fighting forces of Britain's modern army.

# THE FRONT PAGE

(Continued from Page One)

which bears his name was in its day among the most advanced pieces of legislation in the world for dealing with the new type of conflict which has resulted from the growth of the industrial system; its destruction by the Privy Council was one of the most regrettable steps in the long campaign for the decentralization of power in Canada. Had the Liberal party been prepared to accept another French-Canadian leader in succession to Laurier, Mr. Lemieux would have been the logical candidate; but at the moment when the vacancy occurred it was under no special necessity to conciliate Quebec, and new elements had arisen in new parts of the country whose predilections required more consideration.

## MCGILL'S PRINCIPAL

THE McGill governors, we imagine, could hardly have found a better means of compassing oblivion for the unfortunate events of recent years than the appointment of Dr. L. W. Douglas as Principal. Too much has been said of his American citizenship, which we do not in any case hold to be a bar to success in a Canadian university, and too little of his distinguished Canadian ancestry—distinguished not alone for business and professional success, but also for devotion to the cause of education. Dr. Douglas' economic views are those of a moderate liberal, as may be judged from the fact that he served in a very responsible position under President Roosevelt in the first year of his term, and parted company with him when the President's left-wing tendencies became too evident. One thing can be predicted with certainty, and that is that Dr. Douglas will be nobody's tool in the McGill principleship; indeed his appointment makes it clear that nobody wants him to be.

## IBSEN UP TO DATE

THE unusual event of a world first performance taking place in Toronto on Monday should call the attention of Canadian theatre-lovers to the fact that Ibsen has definitely passed through one stage in the history of classic of the theatre and is now commencing another one. For a generation or more the performances of Ibsen's better known plays have tended to be stereotyped repetitions of one another with only such differences as the personality of the star or stars necessitated. The English text, which is a translation, has remained unchanged for fifty years in spite of the immense progress that has been made both in the art of translation and in the understanding of the then novel psychology with which Ibsen was dealing. "A Doll's House," which was first performed in Canada just forty years ago, will be given next week with a new text executed by an American scholar and poet of the highest distinction, a change which should relieve it of the strong flavor of "period" against which its performers have long had to struggle. There is nothing sacred about the old translation, and if the work of revision has been done with a respectful and artistic hand it should mean a new era of vitality for one of the greatest works of the modern theatre.

## THE RELIGIOUS BLANK

PROFESSOR G. S. BRETT is the head of the Department of Philosophy in the University of Toronto, and in addition to that he is by general consent one of the leading intellectual forces in this country. When, therefore, he undertakes, even though it be at a conference of theological colleges, to protest against the current Canadian divorce of religion and education, it is impossible to dismiss his protest as that of a disgruntled religionist seeking to resume for ecclesiastical authority a power over the minds of the young which it has lost through the progress of liberalism and secularism during the past century.

This secularization of education, itself the result of a negative attitude of mind, was described by Professor Brett as having produced in recent years some very positive and very dangerous results. It was never the intention of those who separated education and religion that the generations which succeeded them should grow up without knowledge, not only of the doctrines of particular sects, but of the whole poetic, philosophic and ethical structure of the Bible. University professors, as he very truthfully pointed out, are well aware that the study of literature by contemporary students is shockingly hampered by the fact that Biblical allusions have no meaning to them whatever. Meanwhile no ethical system has ever been substituted by secular educationists for the Biblical system which they have omitted from their instruction, apparently under the impression that each succeeding generation would pick it up for itself in some unspecified and unregulated way, either in the Sunday School or in the home or from the general atmosphere of the community. If such was the assumption of the educationists it has lamentably failed of fulfillment, and it is undoubtedly the lack of an ethical system adequately taught in early youth that has opened the way for the various new ethical systems, mostly of political origin and intensely nationalist character, which are growing up and being imposed upon youth in so many parts of the world.

## PHOTOGRAPHIC COMPETITION

The last Five-Dollar prize of the Summer Photograph Competition goes to H. W. Little, 1507 Bishop St., Montreal. This is Mr. Little's second prize this season, and like several other prize-winners he has also appeared twice in the Honorable Mentions.

As we might have known, the Five-Dollar prize for the largest number of Honorable Mentions in the season has caused trouble. Two competitors, C. C. Falch of Calgary, Alta., and W. B. Piers of Haney, B.C., have each had three such mentions, and try as we would, we could not bring ourselves to give either of them an additional one (to break the tie) on any of the pictures they



POSSIBLE SUCCESSOR TO THE "IRON LUNG". A small patient breathing comfortably with the help of a celluloid jacket respirator, the newest device developed at the Hospital for Sick Children, Toronto, to save lives when poliomyelitis has affected the nerves which control breathing.

## THE OLD SCHOOL

BY PELHAM EDGAR

HE CERTAINLY should be in a book. The writer who could catch his lights and shades, his vehemence, his kindness, his violent antipathies and his no less violent loves, would need no further recommendation to the future. His book would continue to live by its own flavor. Perhaps a little toning down might not harm it. Without some mild modification our self-assured offspring might think these flaring invectives an eruption of harmless humor. Keyed down a trifle they would still be as violent as print could bear, and their medicinal value would not be impaired.

There can be no successful argument with the man. One loves him well enough to let him be enraged at oneself, and too well by far ever to be angry with him. To accept the full schedule of his aversions would compress the bounds of the known world to an infinitesimal compass. Elimination would be made of Jews, Catholics, liberals, modern novelists and minor poets, more especially Canadian minor poets, which means the whole tribe of Canadian versifiers, past, present, and to come. He knows the great writers of the past and they suffice him. A ten weeks' illness would mean a tenth re-reading of "Don Quixote" and "Tristram Shandy," and his poetic diversions would lie within the limits of Shakespeare and Browning. No modern must even knock at the door.

HE LOOKS upon me as a weak-kneed trimmer. He has a mild respect for my knowledge of the past, but the profoundest contempt for my commerce with the present. He cannot conceive the possibility of harboring both enthusiasms. The idea that there are

significant things to be said about our life today which are not found in Shakespeare or in Scott has never entered his head. He reads my poor writings, but with a snort. My mind is tainted, and my words too many and too long.

Lately I had thought to please him. The posturings of some of our modern poets have long seemed to me an affection not to be endured. In a brief article I touched upon the problem, and "Here," I said when I had finished it, "is something that he will approve." I reckoned without my host. So complete is his contempt for modern poetry that he thought no argument necessary to indicate its defects, and I should have realized of course that he was totally unaware even of the names of the poets.

THE general argument of the article fared no better than the particular references. With small fear of contradiction, especially from him, I had said: "A genuine poet is a man in whom profound intellectual power and delicate sensibility are combined." His retort to that was that of all the extravagant statements I had ever made this was the most insane. He would accept the delicate sensibility, but as for profound intellectual power that was nonsense. For profound intellectual power you may go to Newton or Plato, but not to the artists of the world, whether poets, painters, or musicians. They are creators of beauty, and with that their function ends.

As I say, there is no arguing with my impudent friend, but some day or other I shall work up a case in print for Shakespeare, Michael Angelo, Goethe, and Beethoven that may justify my phrase. He will read it, but he will not agree.

## PRESENT INDICATIVE

BY HUGH SHOOBRIDGE

WE ALL know now that social and political history all has an economic causation. This of course is particularly true in relation to War. But it has some odd results.

We must revise some of our ideas. When a noted General crossed the Rubicon he no doubt used an Inflationary Spiral; and he burned his boats to remove a local tonnage surplus which was overhanging the market and depressing prices.

These thoughts have led us to browse in the Gold and Dross, the Market Letters, the Carloadings and the Commodities. We learn that the Economic Future is predictable on a scientific basis by means of Charts and Cycles, Rallying Points and Resistance Levels. If Rubber is hard and Pig Iron soft that means something; the catch of pilchards being spotty and May wheat erratic have ominous possibilities. Watch closely the short sales, the technical reactions, the hedging and the ditching.

HAVING indulged in some prophetic ventures with no better guides than wishful thinking, the mood of the moment and undisciplined imagination, we feel ashamed. So no more visions without data; but once armed therewith we can speak up on the future with some assurance. Bearing the importance of economics in mind and using the methods of practi-

cians in that field, we are setting to work to chart out the story of 1938 in so scientific a manner that History will as likely be guided by our Prognostications as by anything else.

Nothing is being done in a hurry. The technique is new and strange, and besides using the data of the economists our incursions in Social and Political realms make necessary new statistics which must be compiled with great care and accuracy.

A BEGINNING has been made. One of the new indices we require is "Average Dictatorial Blood Pressure" and our Questionnaire on that subject has been despatched. Illustrative of the complications to be overcome is the snag we encountered over this very feature, for when discussing it with experts they laughed at our first ingenuous idea and pointed out that we must get a weighted average, and not only a weighted average but a moving weighted average. This means a lot of co-operation from the Dictators and we have abandoned the idea of getting our information through Mr. Eden.

Another illuminative index being compiled is the "International Apologies per 1,000 Outrages" and a very attractive Chart is taking beautiful and informative shape with a red curve to indicate the "Increase or Decrease in Foreign Agitators" and a blue one depicting the "Per Cent of Industrial Disputes per Agitator Hour."

R ESISTANCE Levels on the Downswing have been established for China, President Roosevelt, Mr. Aberhart and the Foreign Office. Will they be pierced? If they are penetrated what will be the Rallying Point and to whom will it be applied and where?

It is plain the accumulation of material is only the beginning of our task. Opposite our tables of statistics and on our colored charts we are beginning to make little query marks and write in pencil, "So what?" The answers are not all quite clear but they will emerge in time as the weighted averages move and the trends rise and fall and get established; these are the main occupations of trends.

Before January 1 we expect to have the character of 1938 so well established that the World will elect not to receive it and will pass right along to 1939.

## THIS BUSINESS OF "EXECUTOR AND TRUSTEE"

Among the most important problems involved in administering wills and trusts are those connected with security values and property conservation.

Experience and training, knowledge and skill, are important requisites for such work. You should make certain that your executor and trustee possesses all of these qualifications.

May we discuss this question with you? We would like to point out what trust service can do for you, and explain our qualifications for settling your estate.

## Crown Trust Company

J. Ragnar Johnson, Manager  
30 King Street West, Toronto

**EYES** get irritated, watery, reddened and often become overly tired from hard daily use. Murine is recommended to relieve, soothe, cleanse and refresh the eyes because it is safe, genuinely helpful—in use for 40 years. Murine helps nature keep the eyes healthful, and healthy eyes are beautiful eyes. Use Murine daily.

**MURINE,** FOR YOUR EYES



**Shaped to fit  
ARTIFICIAL TEETH**

The business end of this brush was designed to clean every nook and cranny of artificial teeth. The handle was designed to fit your hand. The very stiff bristles are set immovably in the staunch French ivory handle. The bristles set on a curve, clean convex and concave surfaces perfectly. Designed by an expert. No other brush does this job quite as well. Obtainable in white or black bristles.

Ask the Keystone Dental Clinic, London, Ontario, for the best advice.

Stevens-Megner Company Limited  
Port Elgin, Ont.



## COFFEE INDIGESTION?

Do you have a stuffed, uncomfortable feeling after drinking coffee? Gas on your stomach? A slight headache? Then perhaps your doctor has said you should avoid caffeine. But you can still enjoy coffee as delicious as any you ever used, if you switch to Kaffee - Hag Coffee. All coffee, fine coffee—it has lost 97% of its caffeine, but not an atom of its flavor! At your grocer's. Roasted by Kellogg in London, Ont.

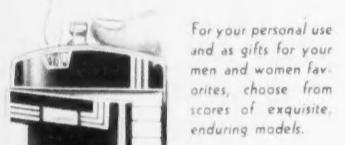


FLIP—it's hot  
RELEASE—it's out!  
One of many  
handsome  
pocket models  
**You're the 'Light of the Party'  
with a RONSON**

Light wanted  
by a lovely lady or a  
brusque businessman?

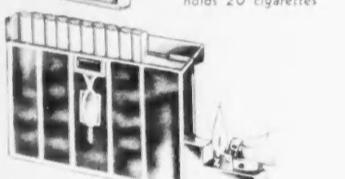
Quicker than a flash, your RONSON  
to the rescue!

Simple and sure is its one-finger,  
one-motion action; handsome its  
appearance. Thus, spreads your  
reputation for smooth, fumble-free  
attentiveness, good breeding and  
good grooming.



For your personal use  
and as gifts for your  
men and women fav-  
orites, choose from  
scores of exquisite,  
enduring models.

Twenty-case—  
holds 20 cigarettes



Beauticase—  
Lighter swings out—  
Cigarette pops up!



Streamlined  
Touch Top  
(Table Lighter)



See them at your jeweler,  
dept. store or at any store  
selling fine smokers' articles.  
Priced  
\$4.50 to \$35

**Smart to Give - Smart to Own  
RONSON**

WORLD'S GREATEST LIGHTER Free

Illustrated Catalog  
What's New in RONSON  
Write for it, giving dealer's name

DOMINION ART METAL WORKS, Ltd.  
17 Commodore Building, Toronto, Ont.  
England RONSON PRODUCTS Ltd., London



**CORNS COME  
BACK BIGGER-  
UGLIER**

UNLESS REMOVED ROOT AND ALL

DRAW OUT ROOT  
AND ALL—this safe, gentle way

• When you get a corn only from the surface—the root remains embedded in your toe and the corn grows back bigger and uglier—more painful than before.

But when you use the new double-action Blue-Jay, the corn is gone for good. The tiny blade is so sharp and pliable, by removing pressure at one point, it cuts and in a short time the corn falls out—and all the extra stubborn corn can't reappear a second application.

The price same as Blue-Jay method today: 25¢ for dermatitis.

**BLUE-JAY**  
BAUER & BLACK  
SCIENTIFIC CORN PLASTERS

A scientific application of heat and motion to help you get rid of corns for medical development

THE NEWEST SHIPS,  
THE OLDEST LINE TO

SOUTH AFRICA

Sail any Friday from England in one of  
20 famous "Castle" liners, including  
the newest motorships in South African  
service— favorite route since 1853

**SPECIAL WINTER TOURS**

from England to South Africa and Round  
Africa at reduced round-trip fares

returning home THOS. COOK &  
SON, LTD., Agents and Subagents, Belgrave  
Square, London, S.W.1, and  
local representative agents

**UNION-CASTLE LINE**

# MR. HERRIDGE

BY E. C. BUCHANAN

JACK CANUCK has had his fortune told. Mr. Herridge has looked in the crystal.

Perhaps it was time somebody did. Signs and omens were becoming disconcertingly numerous. Strange lights have been flashing across the political-economic sky. It can do no harm that somebody should venture to read them. And as a reader of signs Mr. Herridge has it in his favor that he dispenses with the customary hoos-poops. Crystal-gazers in plenty have been just so many headaches because they insisted on linking our whole personal, national and international destiny to the gold standard, inflation or deflation, "social credit," or something equally imponderable. Mr. Herridge is not one of those specialists but a general practitioner in the art of sooth-saying. What he sees and says is not merely for government and banker on the one hand or government and theorist on the other but for plain Jack Canuck himself.

But Mr. Herridge (who did his crystal-gazing in a speech down at Sydney last week) presumed evidently that the signs themselves had been noticed, for he neglected to enumerate them. The little tempest that blew up in Ontario last spring over C.I.O. collective bargaining ushered in quite a procession of them. It can hardly signify whether that affair itself came about by accident or by design. The way it developed, what followed on it, can hardly be denied significance. There was the instinctive movement of Labor in Canada towards closing its ranks. There was the unblushingly abrupt change of attitude in other quarters towards Mr. Hepburn. In circles not only in Toronto but in Montreal as well where he had been seen only as the blackest kind of scoundrel from the time he negotiated the power contracts he George overnight the hero of heroes. The interest of Montreal in Ontario's affairs became as intense and as patriotic as its interest in Algonquins.

MR. HEPBURN'S proposal to Mr. Rowe for a union government in Ontario to save the province from the C.I.O. (which certainly was not an accidental contribution unmistakably to the growing shape of things to come) The reported move for an alliance between Mr. Hepburn and Mr. Duplessis to save the two Provinces jointly and a subsequent march on Ottawa to save the nation gave the shape a still steeper profile and that whether the report was authentic or merely somebody's skewed idea of what might be expected.

And the signs contribute to this, one sees the other. Sir Edward Beatty calls for lowering of the bars against industrialization and Labor declares its defiance against it. Capitalists plan to break trade unionism and defeat collective bargaining. Industrialists like Mr. Blaylock of Consolidated Mining and Smelting Company frankly confess that "reform" in the higher brackets of the income tax, demand a right-about-face in government spending, in government interference in business, in government intervention in capital-labor relations, and the Trades and Labor Congress answers by pressing its plea for constitutional reform to permit of federal health care or social security.

These are assumes are among the signs about which Mr. Herridge consulted the crystal. The interpretation he got deserved to be disclosed, for it points to a fateful fork in the road of our destiny.

ONE branch of the road, which at the fork may appear straight and smooth, leads down to darkness and desolation.

The other branch leads to nothing less than the promised land of milk and honey to Utopia itself.

With such alternatives of destiny before us we are pretty well compelled to consider what Mr. Herridge sees in the crystal to explain his interpretation of the signs. As I read it and render it to enlightened pretensions it is something like this:

WE HAVE come out of the depression into a moderate but false sense of security which will collapse at the first experience of setback when the present artificial stimulus of armament now ends through exhaustion of resources. Beyond that no body sees. But there is bound growing security and blind hoping. Growing at either end of the economic order and most rapidly in the latter extreme. At the one extreme the capitalists are unable to see and therefore unwilling to admit that there was or is anything wrong with the system or with their management of it. In recent failure in their eyes was due to interference with it to the universe extension of its special privileges and benefits to classes which were never entitled to them. Didn't know how to use them and would have been better off without them. They don't know whether or not another depression can be averted but whatever is possible can be possible only through tightening up the system, fortifying it against further interference, cancelling concessions previously made. Their faith in the original system as blind and unshakable because it made them what they are. At the other extreme labor is almost equally as blind as to what the future holds but in the meantime is determined to get a larger share of what is going on, marshalling its forces to that end. And in between the rest of us, blind also, for inactive doing nothing, just hoping things won't get bad again and will somehow get better but laying at the foot of our heads some unorganized idea that if they should get bad again we won't stand for it nor will try something else.

AND Mr. Herridge gazes deeper and sees the capitalists (not excluding reactionaries in the headliners) in their efforts to restore the system to its pristine splendor and thereby preserve it, enticing the people to the support of reaction by persuading them that any interference with the system of collectivism by Labor through international agency is an attack on

their cherished institutions. In other words, by an appeal to their patriotism. With the people thus deluded the next easy step is to make the state the final tool.

The end (it's still the picture in the crystal), whether or not it is unwittingly arrived at, is fascism. Fascism, fascist government, for the purpose of preserving the capitalist system unscathed with whatever it holds of recurring depression, threat to peace, with the certainty of loss of liberty and all that goes with it.

That is Mr. Herridge's interpretation of the signs. Nothing in each successive step is by itself deliberately sinister. The capitalists sincerely believe in the wisdom and virtue of their course and cause. The people innocently and with good intention become their allies. The role of the state is inevitable. The end is inescapable. But now the fork in the road is passed. Mr. Herridge turns the sphere and sees something succeeding fascism in Canada. It hasn't succeeded yet in Germany or in Italy. But Canadians may be possessed of greater will to liberty and greater power for breaking any shackles imposed on them than Germans or Italians. For beyond fascism in Canada is revolution—chaos.

NOW we go back (in the crystal, of course) to the fork. The alternative road to Utopia is open, but it is a new road and like the Trans-Canada Highway, still needs some work done on it before we can travel its full length. The thing to do is simple. Take hold of capitalism and disconnect it from the economics of scarcity to which it has been geared since its inception. Capitalism, whose purpose was profits and whose stock-in-trade was scarcity, worked fairly smoothly and served our purposes reasonably well until, through scientific enlightenment and progress, expansion in the sources and means of production reached the stage where the basic condition of scarcity was replaced by the basic condition of abundance. There capitalism bogged. The only way it can proceed in the same gear is to artificially overcome the condition of abundance by controlling production to preclude plenty and perpetuate scarcity. That's what it wants to do.

The thing is not to let it. Make it shift gears, adjust itself to the condition of abundance, so that we can have abundance and capitalism too. This means having the state reform capitalism, and this is where we, the people in between, come in. Instead of letting ourselves be fooled into being patriotic in behalf of capitalism we become patriotic in behalf of ourselves.

We see to it that the state, instead of turning fascist to bolster unreformed capitalism, answers democratically to our will to reform it. For the state won't do it of its own accord. The course for that state that served best under the old conditions was that of leaving the system alone, and the state hasn't seen that it doesn't serve under new conditions. So the people put the state to work on reform of the capitalist system.

The thing is not to let it. Make it shift gears, adjust itself to the condition of abundance, so that we can have abundance and capitalism too. This means having the state reform capitalism, and this is where we, the people in between, come in. Instead of letting ourselves be fooled into being patriotic in behalf of capitalism we become patriotic in behalf of ourselves.

We see to it that the state, instead of turning fascist to bolster unreformed capitalism, answers democratically to our will to reform it. For the state

won't do it of its own accord. The course for that state that served best under the old conditions was that of leaving the system alone, and the state hasn't seen that it doesn't serve under new conditions. So the people put the state to work on reform of the capitalist system.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?

There are only two possible places to look for it. In the Conservative Party, which implies its being led back to the 1935 banner with more determination and wholeheartedness now than then, or jointly in the reform elements of both the Conservative and Liberal Parties, there being, without doubt, such elements. The two sources amount to the same thing, for if the Bennett Party went out for reform again it would have to discard its own reactionary elements and naturally would hope to attract the reform elements in the Liberal Party, which would mean that the anti-reform elements would have no home but in the Liberal Party which automatically would become the conservative party.

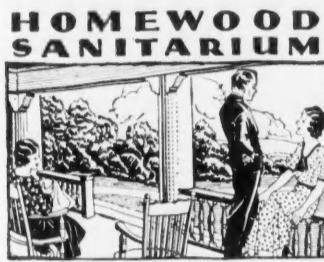
WHAT party with what leader—

is to rally the people for reform of capitalism? Not the federal Liberal Party as now constituted, for it is committed to its traditional hands-off course. Nor Mr. Hepburn's own Ontario Liberal Party, for he faces the other way. Nor a Hepburn-Duplessis combination, for the same reason.

What of the Conservatives? They followed with admitted reluctance Mr. Bennett's banner of reform in 1935 and since then some of them have wanted to put it away forever. At the time of Mr. Herridge's crystal-gazing there had developed in the Ontario campaign nothing very indicative of a rekindling of the reform fires. Where then is the party of reform to be found?



Simple, fast automatic  
stropping and honing  
action insures a close,  
clean, comfortable  
shave every day. No  
blades to buy. 60  
**ROLLS RAZOR**  
Rolls Shaving Bowl - \$1.00 | Refills - 60¢



The happiest days of many patients' lives have been spent at Homewood. It is more than a hospital and a place of treatment of nervous and mental strain; it is a community of beautiful buildings situated on a scenic country site, where good cheer and interest rule. The services of a kindly medical staff—hydrotherapy, massage, diet, electrotherapy, occupational therapy, are all included in one very moderate rate.

Write Harvey Clare, M.D., Medical Superintendent, Homewood Sanitarium, Guelph, Ont.

## —History of Canada, Sept. 27-Oct. 4

# PRESS GAG ACT PASSED

THE Alberta Legislature's special session gave third reading to eleven bills, including "The Accurate News and Information Act," a piece of legislation which, if enforceable, is probably the most arbitrary and dictatorial enactment of any British legislative body since the Middle Ages. In brief, this new law requires a newspaper to furnish the Chairman of the Social Credit Board with the sources of any information published by the newspaper when formally requested to do so, enables the Lieutenant-Governor-in-Council upon the recommendation of the Chairman of the Social Credit Board to prohibit the publication of a newspaper "either for a definite time or until further order," and forces a newspaper to publish statements supplied by the Chairman of the Social Credit Board. The various other details, if ruthlessly interpreted by the Chairman of the Social Credit Board, appear capable of providing the people of the Province with about the same amount and quality of accurate information as the people of Germany and Italy now receive.

Other bills given third reading include amendments to the Licensing of Trades and Industry Act, the Credit of Alberta Act, the Debt Adjustment Act, the Coal Mines Regulation Act, the Male Minimum Wage Act, the Income Tax Act, and the Pipe Line Act. The Recall Act, under which proceedings to recall Premier Aberhart were recently started, was repealed.

### DOMINION

**Defence:** Department of National Defence announced setting aside of Yorke Island in Johnstone Strait, B.C., "for purely defensive purposes." Retirement of Brigadier J. L. H. Bogart, O.C. of Military Dis-

trict No. 13, was announced.

**Radio:** Canadian Broadcasting Corporation announced arrangements whereby the British Broadcasting Company will direct a short wave beam to Canada for two hours daily; selections from the programs will be rebroadcast by the CBC in Canada.

**Relief:** Hon. Norman Rogers, Minister of Labor, announced that the Department of Agriculture will assume entire responsibility for relief administration in the drought areas of Saskatchewan and Alberta and the Department of Labor will continue to deal with direct relief for people outside the drought areas.

**Rowell Commission:** Wiliam Eggleston, Parliamentary Press Gallery writer, was appointed assistant secretary of the Royal Commission on federal-provincial economic relations.

**Trade:** Hon. W. D. Euler, Minister of Trade and Commerce, announced extension and modification of the existing trade agreements with New Zealand and Australia, and the conclusion of a "most-favored-nation" agreement with Guatemala. Modifications in the Australian and New Zealand treaties include concessions by Canada in tariffs on wines, mutton and lamb, canned meats, canned fruits and fruit juices.

### BRITISH COLUMBIA

**Courts:** Hon. John Hart announced appointment of Cleve G. White, Victoria barrister, as court registrar at Victoria.

**Fisheries:** Attorney-General Wiser announced tentative plans of the provincial Government to take over complete control of fresh water game fish in the Province from the federal Government. Annual report of the provincial Fisheries Department placed total value of last year's fisheries production of British Columbia at \$17,231,534, an increase of 14 per cent.

### MANITOBA

**Censor:** Appointment of Cecil Rice-Jones, former Winnipeg alderman, as civil service commissioner of Manitoba and chairman of the provincial motion picture censor board was announced by Premier John Bracken.

**Courts:** Chief Justice D. A. Macdonald of the Manitoba Court of King's Bench announced his retirement.

**Health:** Number of cases of infantile paralysis in Manitoba reached 204; on same date last year there were 304.

### NEW BRUNSWICK

**Health:** Number of cases of infantile paralysis in New Brunswick reached 119 and education officials again postponed opening of schools.

### NOVA SCOTIA

**Relief:** Hon. Michael Dwyer, Minister of Labor, announced reduction of Nova Scotia's relief rolls from 75,000 to 12,000 during past three years.

### ONTARIO

**Health:** Number of cases of infantile paralysis reached 2,217; new cases greatly decreased in Toronto but Southwestern Ontario continued to be severely affected by the epidemic.

**Youth Program:** J. P. Marsh, Deputy Minister of Labor, announced opening of the Haileybury School of Mines, through co-operation of Department of Mines and Department of Education, to give fifty boys mines training under the federal-provincial youth training plan.

### QUEBEC

**Education:** Provincial Secretary Dr. J. A. Paquette announced grant of approximately \$300,000 will be made to the University of Montreal to cover salary arrears and long over-due accounts.

**Fish and Game:** Charles Fremont, superintendent of fish and game, announced replacement of Quebec's plainclothes game wardens by armed and uniformed "flying squads" of game enforcement officers equipped with automobiles and motor boats.

**Health:** More than 6,000 children in Quebec City were inoculated against diphtheria in attempt to stop epidemic spread of the disease.

### INTERNATIONAL RELATIONS

**League of Nations:** Senator Dan Durand, representing Canada, abstained from voting (on ground that he had no instructions from Ottawa) on motion to form sub-committee of League of Nations Advisory Committee on Far Eastern Affairs to make an intensive study of the Sino-Japanese conflict.

### EDUCATION

**Macdonald:** Establishment of a three-year diploma course in the faculty of agriculture was announced by Macdonald College.

**McGill:** Sir Edward Beatty announced the appointment of Dr. Lewis W. Douglas, former member of Roosevelt's "brain trust" and recently a critic of Roosevelt's policies, as Principal and Vice-Chancellor of McGill University.

**Queen's:** James C. Cameron, former economist with Canada Packers, was appointed head of the Industrial Relations Section of the School of Commerce at Queen's University.

### OBITUARY

**Bell:** Hugh Trail, B.C. contractor alderman of Trail (62). **Clarke:** James T. Dartmouth, N.S. chief of police of Dartmouth (42). **Cook:** Sir Tasker (K.B.) St. John's, Nfld., acting Prime Minister of Newfoundland 1929-31, former mayor of St. John's, director numerous companies, past president Newfoundland Board of Trade (79). **Cotter:** Joseph Henry, Winnipeg, Conserva-

tive member of Manitoba Legislature 1927-32, former reeve of St. James, Man. (70). **Day:** George Vancouver, department manager Hudson's Bay Co. (55). **Halloran:** Dr. Harold H., Toronto, dentist, former member staff Royal College of Dentistry, noted football player (41). **Hanington:** Major C. L. Port of Spain, Trinidad, managing editor Trinidad "Guardian," former New Brunswick lawyer and politician (60). **Lehmann:** Dr. Adolf L., Kingston, Ont., former lecturer in chemistry at Queen's University, former assistant chemist Dominion Experimental Farm, Ottawa, organizer of state department of agriculture in Mysore, India, retired professor of chemistry, University of Alberta (74). **Lemieux:** Senator Rodolphe, Montreal, former Speaker of House of Commons, member of House of Commons for thirty-five years, member of Laurier Cabinet, authority on international law (71). **Lorie:** Louis Solomon, Toronto, president of Lorie Ltd., jewellers. **Marston:** Thomas, Toronto, president Thomas Marston Ltd., investment brokers, president Mohawk Porcupine Gold Mines (49). **Milne:** George, Toronto, former chemist to the Royal family (52). **Perry:** Samuel W., Toronto, educationist, former head of art department in Ontario College of Education (75). **Pulford:** A. H., Winnipeg, former alderman of Winnipeg (72). **Richmond:** George Finley, Toronto, manager Toronto branch Canadian Car and Foundry Co. (48). **Roche:** Hon. William J., Ottawa, former chairman of Civil Service Commission, former Secretary of State and Minister of the Interior, former Chancellor of University of Western Ontario (78). **Trepapier:** Louis Grand Mere, Que., former mayor of Grand Mere (65). **Young:** William J., Toronto, superintendent of Orthopedic Surgical Appliances Division of Department of Pensions. **Whitely:** George, Toronto, superintendent of motive power and car department, eastern lines C.P.R. (57). **Woodhouse:** Arthur, Edmonton, secretary-manager People's League of Alberta (44).



HE COULDN'T DUCK THAT ONE!... because the nourishing effect of good whole milk helps a steady arm and a sure aim. No sportsman will be without KLIM if he can help it; for it not only assures him a daily supply of delicious creamy milk but it is light, compact, and easy to carry.

KLIM is the purest of fresh whole milk, powdered, and packed by a secret process which keeps the powder always fresh and sweet in the vacuum-sealed container. Only the natural moisture is removed... so add KLIM to cold water—mix—and you get over eight times its weight in natural fresh-tasting safe milk. Get your stock now. On sale at good grocers and supply houses.

**KLIM**

"Spell It Backwards"

THE BORDEN COMPANY LIMITED, Dept. K-88, Yardley House, Toronto 2, Ontario.

Gentlemen:

Enclose with this coupon the names and addresses of sportsmen friends. Please send each of us a free copy of your Sportsmen's Calendar and Easy Recipes for Camp and Kitchen.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

Prov. \_\_\_\_\_



## Millions of Canadian Workers

## UNITED

## In One Great Co-operative Enterprise

To guarantee financial security for themselves and their families—more than three million workers throughout Canada are today banded together through their ownership of Life Insurance.

Nine out of ten Canadian policyholders are insured for small amounts—proof that Life Insurance extends its greatest benefits to the humble homes of Canada.

Only through Life Insurance could these thrifty men and women obtain such priceless protection for their homes and loved ones. Their "little savings" are pooled for the benefit of the widows, the fatherless and the aged.

In thousands of Canadian homes, Life Insurance means food, clothing and shelter—all made possible through Canada's greatest co-operative enterprise.

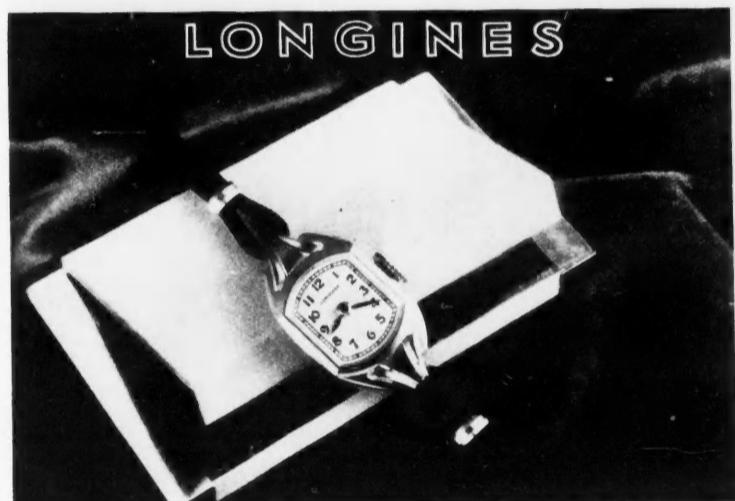


## LIFE INSURANCE

GUARDIAN OF CANADIAN HOMES

L-107X

**LONGINES**



under its air-flow lines...  
an accuracy and dependability  
chosen by famous aviators

Look at a Longines model. You'll exclaim with delight over its artistry of line and form—but never forget that inside that lovely exterior is a movement that, for extreme accuracy and dependability, has been judged first by aviators such as Lindbergh and Eckener... When you are thinking of watches, for yourself or for another, be sure to look over the Longines models. There is a great variety of choice, for men and women, at really moderate prices (\$42.50 and up). If you do not know the address of a Longines Jeweller, write us or look for the store displaying the Longines-Wittnauer Shield.

THE LONGINES-WITTNAUER CO.  
of Canada Limited  
Montreal, New York, Paris, Geneva

Launched with the Longines Watch is the  
Wittnauer Watch, a fine, dependable time  
keeper in model for men and women from  
\$35.00 and up.

**LONGINES**  
The World's Most Honored Watch



No amount of rubbing and scrubbing a toilet bowl will do the job of Sani-Flush. This odorless powder is made scientifically to clean toilets. It removes rust. Banishes odors. Kills germs. Cleans the unseen trap that no other method can reach. It does all this without unpleasant labor.

Just sprinkle a little Sani-Flush in the toilet bowl. (Follow directions on the can.) Flush the toilet and the job is done! Sani-Flush cannot harm plumbing.

It is also effective for cleaning automobile radiators (directions on can). Sold by grocery, drug, hardware, and syndicate stores—30 and 15 cent sizes. Made in Canada. Distributed by Harold E. Ritchie & Company, Ltd., Toronto, Ont.

**Sani-Flush**

CLEANS TOILET BOWLS WITHOUT SCOURING



"You've hit the  
very word—

*a Wills' Gold Flake*  
is a  
**CLEAN SMOKE"**

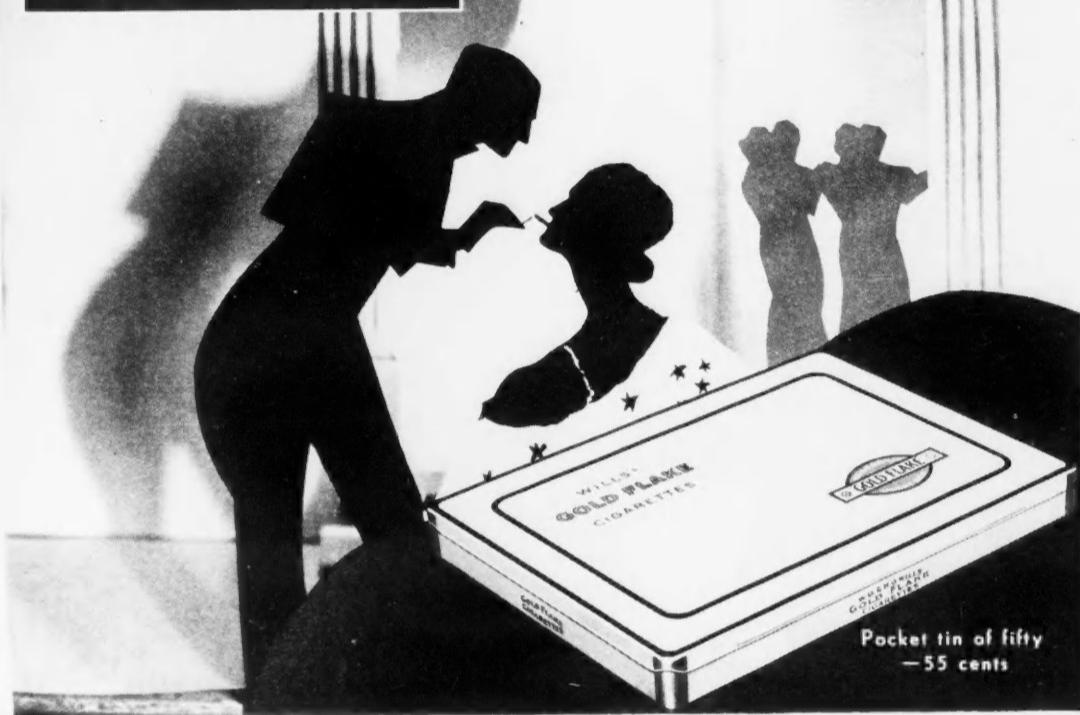
CLEAN AND SMOOTH TO THE PALATE

W. D. & H. O. WILLS'

**GOLD FLAKE**  
Cork Tip OR PLAIN  
CIGARETTES

A shilling in London—a quarter here.

THE SMOKE OF THE BRITISH EMPIRE



## ARE WE CONVENTIONAL?

BY SYLVIA STEVENSON

THE other day I was talking to an Englishwoman who had not been "home" for twenty years. "Sometimes I feel I should like to go back, on a visit," she said a little wistfully, "but it's no use, I know I could never stand your cold houses in winter!"

"And the lack of freedom, the conventionalities, the class distinctions," added her husband, "hearing a man call another man 'Sir'—no, I couldn't stand that!"

These two were not exceptional in their opinions. In fact most Canadians, by birth or adoption, seem to feel the same way about my country. Conventionality is our national trade mark, just as the Frenchman's is frog-eating.

The idea must have started with the original settlers. They came out, hunters and trappers and farmers, to a wild country. They were the adventurous ones. They faced zero winters, wolves and real resentful Indians—not the present tourist attractions. To them, the stay-at-homes were timid and convention bound, in their narrow English fields and cities. They told their children: "England" (or more often it was Scotland) "is a small old country far away, for which we have a sentimental, tolerant kind of fondness, as a man may be fond of his trait and aged grandmother." There everything is safe and small and hidebound, the village children curtsy to the Squire, and the Lords and Ladies wear strawberry leaves in their hair—just one of those foolish conventional customs from which we have escaped."

SO CANADIANS had it rooted in their minds as an axiom that to be British is to be conventional and class-conscious. Ideas like this, passed from generation to generation, are impossible to kill.

What these critics forget is that conditions on that old-fashioned island are not just what they were fifty years ago. Time has rolled on, a Great War has passed over us, and now the number of times you will be



"VICTORIA THE GREAT." The coronation scene from the Herbert Wilcox film production which will have its Canadian premiere in Ottawa on October 13 and subsequently be shown at the Hippodrome in Toronto beginning October 18. Victoria (Anna Neagle) is seen in her robes of state with the Duke of Wellington (James Dale) on her right and on her left the Prime Minister, Lord Melbourne (H. B. Warner).

called "Sir" in the streets is strictly limited. Even if the obnoxious word should creep out, I can assure you it means nothing servile! Jack is not only as good as, but much better than, his master nowadays. The coronets assumed by the Peers and Peeresses at the Coronation were mostly redeemed from the pawnbroker for that occasion only. They were glittering gewgaws put on to please the news-reel photographers. Did anyone notice that couple of elderly Duchesses sitting in the draughty West entrance of Westminster Abbey, quietly crying because seven hours after the ceremony their car had not yet come to fetch them away? That should have been in the news-reels. The populace, who walked home or went by Underground, were much better off. They knew it and the old Duchesses knew it.

THERE is no conventionality in English life nowadays. Except, in small towns and villages, that inordinate caring-what-Mrs. Jones-thinks which always exists. Canadian small towns have it too, or am I wrong? Besides this, I seem to have heard that on November 1, whatever the weather, male Canadians will don their winter overcoats. I can see for myself that during a hot spell in September all bathing places are closed, because summer is officially over. You have heavy screens on all your windows, keeping out good-fresh air

for fear of the flies which pestered your ancestors in the backwoods. You wear beaded moccasins, leather chaps and ten gallon hats to go trail-riding, though you have never sat a horse before because it is "done" to dress *à la cowboy* (and incidentally you look charming in them).

And in London, our capital city, you will see on a summer's day thousands of girls going to business without stockings and men in soft collars, or no collars, all hatless. I have not yet seen any bare-legged damsels in Toronto or Montreal or Vancouver streets. Maybe I have not looked carefully enough!

WHAT does freedom mean, in modern life? You pay as much to your government as we do, but you call it "duties" instead of taxes. Your sons and daughters are educated to a pattern and when non-conformists, such as the Donkhobors, wish to bring their children up to learn no spelling and wear no clothes, you clap them into jail. You have to stand up in your street cars, just as we do in Tubes, during the rush hours. You have great distances and noble mountains and forests, but does that necessarily make modern Canadians freer than the citizens of London, England?

I can see a picture in my mind's eye of any of our great arterial roads on a Sunday morning, with the little cars and the cyclists, thousands of cyclists, boys and girls in shorts and berets, riding out to the country with their packs on their backs. All factory and office workers have their sports clubs, their hiking, rowing, canoeing clubs, just as you have here. They have a grand time each weekend and make just as much healthy, jolly noise about it as any bunch of young Canucks. And the old folks sit on their doorsteps and listen to the radio just the same. Probably they are listening to the same program.

THERE is no conventionality in England there are only some conventional people, the same as in Canada or Timbuctoo. Freedom comes to the man with a free spirit, wherever he is born and whatever trade he follows. Free-spirited Englishmen who have never left their tight little island are as common as free-spirited Canadians. Believe it or not!

So do try, those of you who still love England but have not visited it for many years, to give us credit for not having stood still in the interval. Central heating may not be universal yet, but it is fast creeping up on us, likewise skyscrapers, refrigerators and even milk bars. We know quite well what "O.K." means, and "Oh boy!" is in all the dictionaries. We have electric waffle irons and fast, cheap trains. Anyhow, if you will pay us a visit we shall try, by the warmth of our welcome, to mitigate the lingering coldness of our houses!

### COMING EVENTS

THE first of seven Autumn Book Fairs sponsored by the Association of Canadian Bookmen, will be held in the Y.W.C.A., St. Catharines, Ontario, October 14th, 15th and 16th. The fair is being organized by the Y.W.C.A. under the direction of Mrs. R. T. Shannon. The Board of Education, the local book stores, the Public Library and individual collectors, as well as 15 Toronto publishing houses, will have exhibits, and there will be daily showings of the A.C.B. motion picture, "The Story of the Book."

Dr. Pelham Edgar, president of the Association of Canadian Bookmen, will address fair visitors the first evening, on the subject, "The Lighter Side of Authorship." Sir Charles G. D. Roberts will speak the second evening and remain over Saturday to meet the children. All A.C.B. members are to be admitted to the St. Catharines Fair free of charge.

### NEW PERIODICAL

Editor SATURDAY NIGHT;

THE note concerning an imminent publication, at the foot of a column on page eighteen of the issue of SATURDAY NIGHT for October 2, covers me with all the accepted signs of mental and emotional confusion, including blushes and well, in other words, is my face red? For "Touchstone" is not the name, "Swizzles" is the name, "Swizzles." In giving this note space, you will be doing a kindness to the infant, its godfathers and yours sincerely—(for it must be my fault entirely)

THEODORE GOODRIDGE ROBERTS.

## HERE COMES PACKARD FOR 1938

-the only cars that can make  
you all these promises!

MIRACULOUS RIDE—The new Packard Six and new Packard Eight (formerly called Packard 120) bring you the gentlest ride ever offered to motorists—a ride that literally re-makes roads!

UNEQUALLED SAFETY—These new Packards are outstanding in safety. Side-sway is eliminated and the danger of skidding is tremendously reduced.

REVOLUTIONARY REAR END—The foregoing things have been accomplished by a trio of epochal improvements which now bring the effect of independent wheel suspension to the rear end.

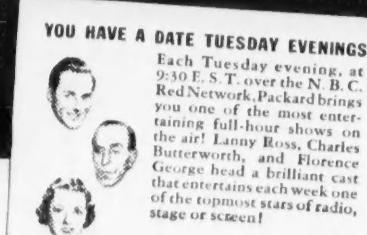
NEW QUIET BODY—As a result of years of research in cooperation with a great University, Packard brings you a really quiet all-steel body with an all-steel top.

MORE LUXURIOUS SIZE—Both the Packard Eight and Packard Six are seven full inches longer in wheelbase than last year. Bodies are far wider. Trunks challenge those of any cars for roominess.

SERVICE NEEDS CUT—The need for service is still further reduced. Example: Chassis lubrication is now needed only twice a year!

ENDURING BEAUTY—The famous Packard lines are now more beautifully streamlined than ever. But they still proclaim your car a Packard, still guard it from early style obsolescence. Only Packard gives you both long mechanical life and long style life!

EASY AVAILABILITY—YOU can afford one! See your Packard dealer. He will give you proof that, if you can afford to buy and operate any new car, you can afford to buy and operate a Packard!



YOU HAVE A DATE TUESDAY EVENINGS

Each Tuesday evening, at 9:30 P.M. over the N.B.C. Red Network, Packard brings you one of the most entertaining full-hour shows on the air! Lanny Ross, Charles Butterworth, and Florence George head a brilliant cast that entertains each week one of the topmost stars of radio, stage or screen!

**NEW 1938 PACKARD SIX & EIGHT**

PACKARD ONTARIO MOTOR CO. LTD.  
1029 BAY ST. Distributors TORONTO

## TALK ABOUT AIR TALKS

"JAPAN, Villain or Victim," will be the title of a dialogue discussion, of great topical interest, that will be given over the national network of the CBC on Friday, October 15, at 10:30 p.m. EST. The speakers will be William Strange, who has been collaborating with a research committee of the

Canadian Institute of International Affairs in the preparation of a book on Pacific Affairs as seen from the Canadian point of view, and George deT. Glazebrook, Professor of History, University of Toronto.

**A**N EXPERIMENT in the reviewing of films over the radio will be given tonight, October 9, at 8 p.m. EST., when D. M. Legate, of the Montreal *Star*, will describe four selected films of the month. He will choose three he considers to be good, and one that is not so good, and he will give his reasons for the preference.

P. D. ROSS, LL.D., veteran Canadian newspaperman, and publisher of the Ottawa *Journal*, will be the speaker on October 12 in the "I Remember" series of reminiscences that is being given every Tuesday night by distinguished Canadians at 10:30 p.m. EST. over the national network of the CBC. Well known as a raconteur and a writer of reminiscences of newspaper and political life, Mr. Ross is certain to have some interesting memories to relate of his experiences in the nation's capital.

**T**HE talks on "Sport in Canada" continue. Next Monday, October 11, at 10:30 p.m. EST., Dr. W. G. Hardy of the University of Alberta will describe "Amateur Hockey." Dr. Hardy has been associated with this game for many years, and is well-known as a speaker on that subject. The literary minded will also connect his name with several historical novels, that have appeared in recent years.

**T**HE Kelsey Club of Winnipeg and the Constitutional Club of Vancouver have now given the first two broadcasts in the series of group discussions on the problems of the Canadian Constitution.

Tomorrow, October 16, at 7:30 EST the Citadel Club of Halifax will enter the debate. They will complete the initial part of the series, that is the introductory consideration of the Constitution, by a discussion of the British North America Act and the nature of the present problems of the Dominion-Provincial relationships. The paper will be given by George Curtis, Dalhousie University. The other members of the club who will be contributing to the discussion are: Vincent Macdonald, Dean of the law school of Dalhousie University, Dr. Ralph Marvin, Halifax, Edgar Kelly, Editor of the Halifax *Mail*, George Farquhar, Editor of the Halifax *Chronicle*, and Dr. Stanley Walker, President of King's College.

## ART WORLD

BY G. CAMPBELL MCINNES

**O**N OCTOBER 15 the Art Gallery of Toronto is to have a showing which should prove more stimulating than any we have seen since the Van Gogh exhibition, as well as being of great educational value. Representative paintings from all the great European schools are to be hung so as to give a comprehensive view of developments in art from the 13th to the 19th centuries. The works will not be by the "greatest" painters, but they will be first-class works illustrative of trends, schools and movements in art, and they will be arranged in the form of a collection towards which a gallery with modest means, in a large modern city, might worthily aspire. Professor Alford and Mr. Baldwin have been active during the summer, securing works from European and American galleries, and their discrimination has been used to advantage. This is the type of exhibition which one would like to see more frequently; for the functions of a gallery today cannot be restricted merely to a static permanent collection, and showings of local art. The Art Gallery is to be congratulated for embarking on this venture.

Meanwhile, as a varied assortment of *hors-d'oeuvres* to whet our appetite, a number of showings are on view in the city. At the galleries of Miss Norah Clarke, on Bloor Street, there is an exhibition of Mr. Walter Phillips' wood engravings and his justly famous color-prints. Mr. Phillips has long enjoyed well-deserved pre-eminence in this field, and in looking at the present selec-

tion of his work, one sees why. Not only is his craftsmanship of a high order, but his sense of design, and his quiet, almost urbane use of subdued tones, are a delight to the eye. Not a print, but a facsimile reproduction and one deserving of special notice, is on view at Mellors Galleries, 739 Yonge Street. It is an astonishingly faithful rendering of the late J. E. H. MacDonald's "Tangled Garden." Reproduced by a complicated twelve-color process, it captures the essence of that piece of tapestry in paint which caused such a stir here twenty years ago. It is worth seeing, not only as a remark-

able piece of reproduction, but also as a commentary on the rather peculiar views of certain critics as to what was and was not art in 1917.

**T**HE Picture Loan Society re-opens its galleries at 3 Charles Street West, after a successful summer exhibition at Lorne Park House. But the enthusiastic group which pioneered this experiment has lost one of its most active members, Miss Peg Nicol. To those who knew and admired Miss Nicol's work, her departure for New York will be a matter of regret. Though she takes with her the good wishes of all those in-

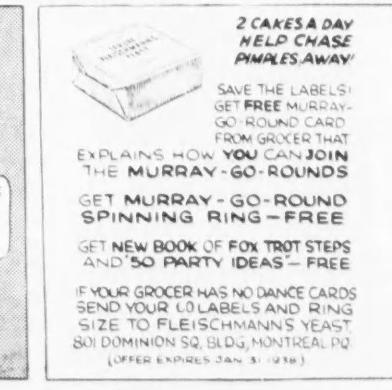
terested in modern Canadian art, it is sad to have her stimulating presence removed. However, Miss Nicol is still a member of the Canadian Group of Painters, and her departure does not mean that her work will cease to grace our gallery walls. Miss Nicol goes, but Mr. Arthur Lismer has returned, after eighteen months' absence, during which he has been giving to the South Africans, the Australians and the New Zealanders the benefit of his ideas and experiences in connection with children's art. He is still convinced of the superior vitality of art in Canada, which we are glad to hear. He admits

that faint rumblings indicate the arousal of interest in native art in South Africa, but Australia and New Zealand he found regrettably derivative in ideas and practice. I am afraid, from personal experience, that this is true, though I am sorry to have it confirmed after an interval of five years. But perhaps Mr. Lismer's visit will have done something to remedy this state of affairs.

TEACHER: "Name three collective nouns."

TOMMY: "Fly-paper, waste-basket and vacuum-cleaner." Louisville *Courier-Journal*

## DIZZY DATES —



by Buzz —

**"Make it Ethyl - we don't want to miss the kick-off!"**

You save time in starting and time on the road with the new winter gasoline which oil companies are putting in their "Ethyl" pumps.

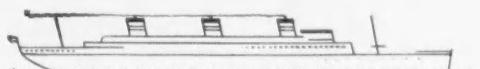
It is their "first grade" motor fuel, highest in anti-knock because it has more anti-knock fluid (containing tetraethyl lead) than you get in the best "regular-grade" gasoline.

Double-tested, by your oil company and the Ethyl Laboratories, this new cold-weather Ethyl will give you 100% performance from your high compression engine; savings on gas and oil by preventing harmful knock; a better run for your money all winter long.

Look for this emblem on the base or globe of every Ethyl pump. It means best-grade gasoline.

**NEXT TIME GET ETHYL... A BETTER RUN FOR YOUR MONEY**

# A NEW ROUTE AROUND the WORLD



ITINERARY,  
including the  
NEW SECTION

MADEIRA  
MOROCCO  
ALGERIA  
MONACO  
FRANCE + ITALY  
GREECE + TURKEY  
THE HOLY LAND  
EGYPT  
FRENCH  
SOMALILAND  
INDIA + CEYLON  
PRINCE OF  
WALE'S ISLAND  
MALAYA + SIAM  
STRAITS  
SETTLEMENTS  
JAVA + BALI

## RELIANCE

4½ MONTHS • 36 PORTS • 28 LANDS

Sailing from New York January 9 Eastward... NOW including SAMOA of Robert Louis Stevenson fame; the FIJI ISLANDS of Capt. Bligh's struggles in the Bounty's launch; NEW GUINEA; NEW ZEALAND, the Switzerland of, and AUSTRALIA, the giant dynamo of the South Pacific.

All this in lieu of the Orient where conditions have advised a detour. All added to the balance of a most comprehensive and fascinating itinerary. Duration the same. Rates, including extensive shore excursions, remain at \$1900 up.

This is an ideal route for the RELIANCE, especially designed for comfort of passengers, staffed with those long experienced in all details of widest cruising.

Literature, ship plans, reservations from your local Travel Agent, or

Hamburg - American Line • North German Lloyd

45 Richmond Street West, Toronto—Phone: ELgin 4272-3

## DO NOT DELAY BOOK NOW

for Your Winter Vacation  
To Bermuda and the West Indies

Inclusive trips arranged; Rail, Steamship and Hotel reservations secured

NO FEE OR EXTRA CHARGE

Full particulars from

THE TRAVEL DEPARTMENT

Fifth Floor, Centre

**T. EATON CO. LIMITED**

## Escape this Winter to Sunny TRINIDAD AND TOBAGO



RELAX in perpetual sunshine  
this winter. Enjoy your  
favourite summer recreations  
in the radiant sunshine, the  
exquisite tropical scenery amid  
the gay life of these happy islands! In  
Trinidad see the famous Asphalt Lake  
and the Hindu Temples. Explore Tobago,  
Robinson Crusoe's Island. Accommodation  
to suit every need.

For detailed booklet giving full details, see  
any Travel Agent or write Trade Com-  
munications Dept., C. 225 Board of Trade  
Bldg., Montreal.

TOURIST INQUIRY BUREAU  
Port of Spain, Trinidad, B.W.L.



**Fred W. Matthews**  
Funeral Service COMPANY, LTD.

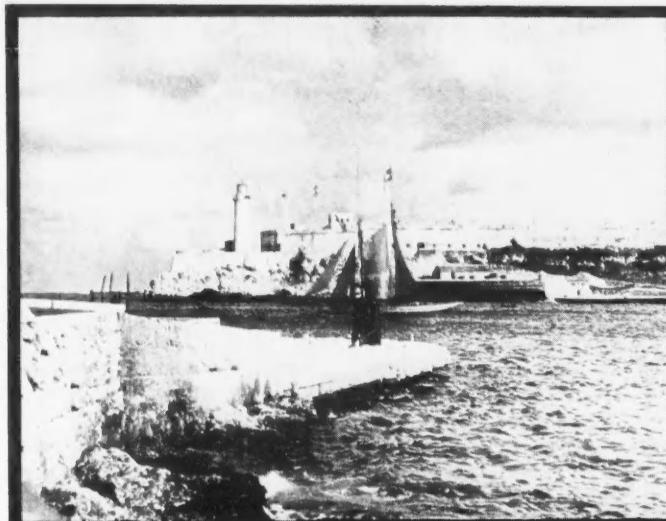
665 Spadina Ave Toronto  
Kingsdale 2101 and 2102

### AT NO EXTRA COST

Our Private Chapel provides the  
most appropriate atmosphere for a  
Funeral. Services conducted here  
proceed with reverence and solemnity.  
Chapel Funeral Services also have  
this advantage. They relieve the  
home of intrusion at a time when  
privacy is most appreciated.

Fred W. Matthews Company, Ltd.  
665 SPADINA AVE.  
(Near Bloor)

Established 1893



MAJESTIC MORRO CASTLE greets the visitor to Havana as his ship enters the harbor.

—Photo courtesy Hamburg-American Line-North German Lloyd.

## SEASON'S CRUISES

THE following list has been compiled by Thos. Cook & Sons-Wagons-Lits Inc., following considerable research, and should serve as a valuable guide to the more important cruise sailings scheduled for the current season. While every effort has been made to have it as complete as possible there will of necessity be certain changes and additions. It is presented in the hope that it will be of service to those who are already considering plans for a winter vacation in the many charming localities now available through the efficiency and comfort of modern travel. The portion of the list which follows covers the earlier part of the cruise season. It must be remembered, of course, that this is chiefly a list of "special" cruises and does not include the regular services maintained by the leading steamship lines to the winter vacation lands. Dates, ships and destinations:

	OCTOBER	
Wed. 13	"Columbus"	
	Port au Prince, Kingston, Havana, 9 days.	
Wed. 13	"Carinthia"	
	Nassau, Havana, 9 days.	
Sat. 16	"Rotterdam"	
	Port au Prince, Kingston, Havana, Nassau, 13 days.	
Sat. 23	"Carinthia"	
	Nassau, Havana, 9 days.	
Sat. 23	"Columbus"	
	Port au Prince, Kingston, Havana, 9 days.	
Sat. 30	"Rotterdam"	
	Nassau, Havana, 9 days.	
	NOVEMBER	
Wed. 3	"Carinthia"	
	Nassau, Havana, 9 days.	
Wed. 10	"Rotterdam"	
	Nassau, Havana, 9 days.	
Sat. 13	"Carinthia"	
	Nassau, Havana, 9 days.	
Fri. 19	"Gripsholm"	
	Port au Prince, Kingston, Havana, 11 days.	
Wed. 24	"Carinthia"	
	Nassau, Havana, 9 days.	
Tues. 30	"Q. Bermuda"	
	Bermuda, Nassau, 7 days.	
	DECEMBER	
Thur. 9	"Q. Bermuda"	
	Bermuda, Nassau, 7 days.	
Thur. 16	"M. Bermuda"	
	Bermuda, Nassau, 7 days.	
Sat. 18	"Kungsholm"	
	Bridgetown, Port of Spain, La Guaira, Colon, Havana, 15 days.	
Sat. 18	"Stella Polaris"	
	Miami, Port au Prince, Kingston, Havana, Nassau, 15 days.	
Wed. 22	"Columbus"	
	Havana, Colon, Kingston, Havana, 12 days.	
Thur. 23	"Georgie"	
	Embark night before Nassau, Kingston, Havana, 11 days.	
Fri. 24	"Virginia"	
	Nassau, Havana, 9 days.	
Fri. 24	"Transylvania"	
	Nassau, Havana, 8 days.	
Mon. 27	"Manhattan"	
	Havana, 6 days.	
Tues. 28	"Berengaria"	
	Nassau, 6 days.	
Tues. 28	"Bremen"	
	Nassau, 5 days.	
Fri. 31	"Hamburg"	
	Bermuda, 4 days.	
	JANUARY, 1938	
Tues. 4	"Empress of Australia"	
	Nassau, Havana, Bermuda, 9 days.	
Tues. 4	"Stella Polaris"	
	Miami, Port au Prince, Kingston, Havana, Nassau, 15 days.	
Wed. 5	"Q. Bermuda"	
	Sat. Bermuda, Havana, 8 days.	
Wed. 5	"Virginia"	
	Sat. Nassau, Havana, Kingston, 11 days.	
Wed. 5	"Transylvania"	
	Nassau, Havana, 8 days.	
Thur. 6	"Franconia"	
	(Embark night before) Port of Spain, Bahia, Rio de Janeiro, St. Helena, Capetown, Port Elizabeth, Durban, Madras, Ceylon, Seychelles Islands, Bombay, Colombo, Penang, Singapore, Bangkok, Batavia, Semarang, Bali, Sandakan, Manila, Toulon, Hongkong, Nagasaki, Peking, Korea, Nagasaki, Miyajima, Kobe, Yokohama, Honolulu, Los Angeles, Panama Canal, 146 days.	
Fri. 7	"Kungsholm"	
	Sat. Bridgetown, Port of Spain, La Guaira, Willemstad, Colon, Kingston, Havana, 18 days.	
Fri. 7	"Georgie"	
	Nassau, 7 days.	
Sat. 8	"Empress of Britain"	
	Madeira, Gibraltar, Algeria, Monaco and France, Italy, Greece, Palestine, Egypt, India, Ceylon, Straits Settlements, Siam, Java, Bali, Manilla, China, Japan, Hawaii, San Francisco, Los Angeles, Panama Canal, 128 days.	
Sat. 8	"Columbus"	
	Kingston, Cartagena, Colon, Havana, 12 days.	

Would You  
ENTRUST  
YOUR AFFAIRS  
to Either?

UNBUSINESSLIKE



TOO BUSY

YOUR own success has been due not only to your own ability but also to the time and attention you have devoted to your affairs. Other successful men are equally occupied with their own business or profession. The demands upon their time make it unwise for them to assume the burdensome duties of estate management.

Men who are not successful may have the time to devote to your affairs but they have not the necessary capacity, judgment or experience. You would not trust them to manage your business — therefore you should hesitate to trust them to manage your estate.

By appointing the National Trust Company as your executor, you can be sure that your estate will receive capable, continuous protection. Thoroughly competent officers, with years of intensive experience, will attend to the administration promptly and efficiently. Investments will be subject to the collective judgment and constant supervision of experienced members of our staff.

The fees of all executors and trustees are fixed by the Judge of the Surrogate Court. He makes no distinctions between a trust company and any other executor, notwithstanding that the trust company renders specialized services which in the case of the personal executor would have to be rendered by specialists at the expense of the estate.

We invite you to write for our booklet  
"Modern Trusteeship"

**NATIONAL  
TRUST COMPANY**

LIMITED

TORONTO • HAMILTON • MONTREAL  
WINNIPEG • SASKATOON • EDMONTON



SPEECH (LIP) READING  
PRIVATE LESSONS  
for Adults with Impaired Hearing  
HELEN MC MURRICH  
Instructor, Tutorial Class  
U. of T. Extension Course  
1348 YONGE STREET Kt. 0698  
Applications on and after Sept. 15th

## Hedge Plants

		Per 100
Japanese Barberry	12-18 ins.	\$17.50
"	18-24 ins.	20.00
Amoor River Privet	18-24 ins.	17.50
Amoor River Privet	2-3 ft.	20.00
Small-leaf Mock Orange	2-3 ft.	35.00
Spiraea Van Houttei	3-4 ft.	30.00
Chinese Elm	15-18 ins.	15.00
"	18-24 ins.	17.50

25 or more of one variety at the 100 rate.

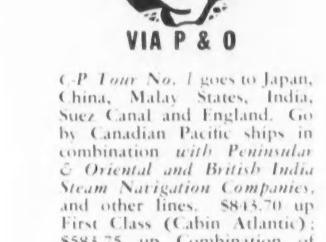
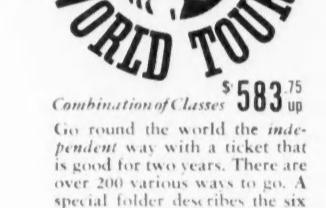
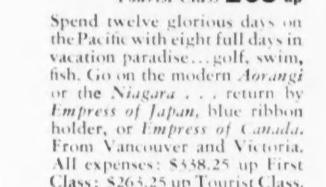
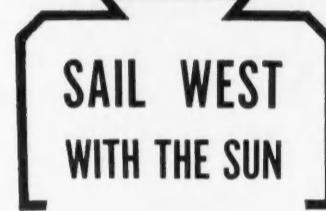
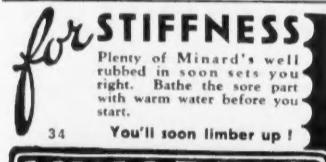
For full list consult our catalogue. Copy mailed free on request.

## The SHERIDAN NURSERIES LIMITED

Head Office:  
4 ST. THOMAS ST., TORONTO

Sales Stations:

1186 Bay St., Toronto.  
Lakeshore Highway at Clarkson  
1240 Greene Ave., Westmount, Que.  
5901 Côte des Neiges Rd., Montreal, Que.



C-P Tour No. 1 goes to Japan, China, Malay States, India, Suez Canal and England. Go by Canadian Pacific ships in combination with Peninsular & Oriental and British India Steam Navigation Companies, and other lines. \$843.70 up First Class (Cabin Atlantic); \$627.20 up Combination of Classes.



C-P Tour No. 4 includes Honolulu, Fiji, New Zealand, Australia, Ceylon, the Suez Canal, the Mediterranean and England. Stop-overs anywhere. Tickets good for 2 years. \$820.90 up First Class (Cabin Atlantic); \$627.20 up Combination of Classes.

For further information apply your own travel agent or nearest Canadian Pacific Agent.



## THE FILM PARADE

BY MARY LOWREY ROSS

EVEN if you didn't know in advance that the film "Dead End" was an adaptation from the stage you could hardly mistake its Broadway derivation. Lillian Hellman, who made the screen adaptation, has modified the language, shifted the emphasis here and there and given the picture a happy ending, but the original theatrical structure has been left standing. Since the actual drama of the play depends largely on its single setting—the exact point on the East River where slums and apartment palaces meet this was probably inevitable. The dramatic material makes it impossible, by its physical limitations, for the camera to range or improvise on its own. The result is that the screen "Dead End" is a fairly close camera study of the original play. But since it's a fine portrait of an impressive subject, head and shoulders above anything we have had on the screen for many weeks, I for one am not going to fret because Hollywood didn't think the whole thing up for itself.

IT IS pretty certain that all by itself Hollywood would never have thought up *Suit, Angel, Tommy, T-B., Dippy and Milty*, juvenile delinquency except in its cuter phases, not being very highly thought of as screen material. Thanks to Sidney Kingsley, however, the "Dead End" gang, savage, dirty, truculent and extraordinarily alive, is the first really authentic group of children Hollywood has ever presented. Deplorable as they are they help to wipe out some of the worst memories of Shirley Temple, Bobby Breen, Sybil Jason and the rest of the angel band whose antics in the past have darkened our faith in childhood. Altogether, there is a grim and unprecedented amount of fact-finding to "Dead End." There is a mother (Karlojev Mainas) who in a moment of magnificent venom and hatred slaps the face of the Returning Prodigal; there is a girl picketer (Sylvia Sidney) who bitterly displays the marks left on her by the police squad. There is a well-kept prostitute (Wendy Barrie) who sacrifices true love in favor of a trip in a sea-going yacht. There is finally a street walker (Clare Trevor) so physically corrupted that even her gangster-lover (Humphrey Bogart) turns from her with loathing. Altogether it's no pocketful of posies that Sidney Kingsley has shaken inside out here, and given a good thorough airing. From the sociological point of view this particular pocket of society undoubtedly needed the airing. But Sidney Kingsley is too good a dramatist to thrust the problems of human society on his audience without the compensations of entertainment. The picture is so exciting, so lively and shrewdly paced that even the people who fret at sordid subjects on the screen can scarcely complain that they haven't been given a first-rate show for their money.

IT IS probably true that the screen is badly handicapped in many ways by its dependence on the stage. At the same time, it can still profit by the support the stage can give it when it ventures on the dangerous ground of social criticism. It is hard to imagine a Hollywood screen writer, even one with the standing and equipment of Sidney Kingsley, offering such a play as "Dead End" to his producing company at any rate with any hope of getting it filmed. Such a play has apparently to have the prestige of Broadway success behind it, before the producer will venture to offer it to the public. It would seem that it is only by borrowing respectability from the stage that the screen can escape the strict but intangible censorship of opinion; the censorship which insists that the public be kept in a state of convenient ignorance concerning sex, vice and, especially, social injustice.

BETTE DAVIS seems to have supplanted Kay Francis as the screen's most tortured, and best-dressed woman. In "That Certain Woman" she is first married to a gangster who is shot. She then marries a socialite (Henry Fonda) whose overbearing father carries off the groom on her wedding night and apparently hides him from her. She gets a job as a secretary and her employer (Dan Hunter) dies in her apartment, arousing all the evil curiosity of the tabloids, which spotlight her wherever she goes. She has a baby and has to give it up. Her young man comes back to her, and she has to give him up, etc., etc., etc. Everyone is against her, but triumphant though wan, she comes out top of the heap in the end. There's a child-star involved whom I rather liked, chiefly because of the air of chilly distance with which he held off the ardors of the grown-ups.

"Varsity Show" has Dick Powell, some fair songs, some big dance numbers and a plot about some high-spirited college boys and girls who wanted to devote themselves to putting on a musical, and the trouble they had with a lot of dumb old professors who had never stuck their noses outside a curriculum in their lives. People with unlimited sympathy for the student body may enjoy it.

### COMING EVENTS

THE Salzburg Opera Guild, which announces three nights and a matinee at Eaton Auditorium opening November 1, is described as bringing the same casts and repertoire as presented at the world-famed Salzburg Festival. The list of works to be given here is extremely interesting.

Alberto Ercole, one of the most outstanding European conductors, is the Guild's musical director. Steeped in Mozart music, he has resurrected genius by that composer which are almost never heard owing to their exacting scores. One of these, "Cost

Fan Tutte," a comic opera, will be presented in Toronto.

Another distinguished musician in the guild is Ernst Krenek, the eminent German composer. Delving in the archives of Italian music of the 17th century, Krenek brought to light profound work by Monteverde, the last opera written by that composer, "The Coronation of Poppea." He has made a new version of this prodigious work, retaining all the beauty of the original, and will personally conduct the performance. Other operas which this company will present in Toronto are "The Matrimonial Market," the first opera ever written by Rossini; "Angélique," a farce by Bertrand.

the direction of that brilliant young genius of the theatre, Ted Harris. A new acting version has been made, with all possible respect to the Norwegian original, by Thornton Wilder, author of "The Bridge of San Luis Rey."

EATON AUDITORIUM

OUTSTANDING IN MUSICAL IMPORTANCE

4 GRAND OPERA PRESENTATIONS

by the

SALZBURG OPERA GUILD

coming to Toronto with the original cast and repertoire as performed at the great

SALZBURG FESTIVAL in Austria

NOV. 1-2-3

Mon. Eve—Così Fan Tutte (Mozart)  
Tue. Eve—The Poor Sailor (Milhaud)  
Angélique (Bertrand)  
Wed. Eve—The Coronation of Poppea (Monteverdi)  
Wed. Mat.—Angélique (Bertrand)  
The Matrimonial Market (Rossini)

A company of 75 including special Symphony Orchestra

MAIL ORDERS NOW  
Seats \$3.00, \$2.50, \$2.00, \$1.50  
Matinee \$2.00, \$1.50, \$1.00

EATON AUDITORIUM

"I like Comfort!"



What does your home need most? A new roof, a coat of paint, more modern heating and plumbing equipment, a model kitchen, a spare room for the children or a week-end guest? Whatever improvement you have in mind you can finance it this year with a Home Improvement Loan. At any branch of The Royal Bank the manager will be glad to discuss such a loan with you. No security or endorsers are required but borrowers must be able to retire their loans in the stipulated period out of income. Repayment is arranged by convenient monthly instalments, spread over one to three years. For loans over \$1,000 the period may be extended to five years. Should you wish to take advantage of the Home Improvement Plan ask at your nearest branch for full particulars.

THE ROYAL BANK OF CANADA

OVER 600 BRANCHES IN ALL PARTS OF CANADA

Look for these durable *rustless* metals in the house you'd like to buy or build!

for equipment of Copper, Brass and Bronze adds years to the life of a house . . . gives you long, dependable service . . . avoids expenses caused by rust . . .



In satisfying yourself that a house is well-built, it will pay you to consider carefully the many places where rust may occur. And then . . . to notice what metals have been used.

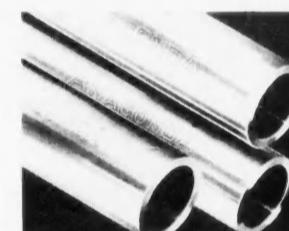
Rustable metals for water pipe, for gutters and leaders, for screens and the water tank mean annoyance, inconvenience and, sooner or later . . . repair and replacement costs due to rust. But . . . if sturdy, rustless equipment of copper, brass or bronze has been installed for these uses, you may expect a lifetime of service.

Shown on this page are several Anaconda Products. Their immunity to rust saves thousands of homeowners untold expense and inconvenience every year. And once installed . . . they continue to effect these savings, more than repaying their slightly higher first costs by giving trouble-free service.

Look for the Anaconda name or trade-mark in brass pipe, copper tubes and copper sheet metal work. It is your assurance of the highest quality —of metals made by the world's largest and most experienced manufacturers of copper and brass.

ANACONDA AMERICAN BRASS LIMITED

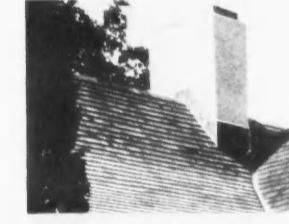
Main Office and Mill: New Toronto, Ont.  
Montreal Office: Dominion Square Building



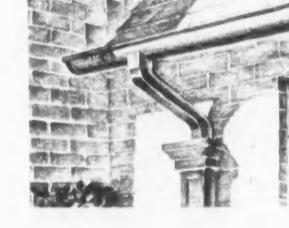
There are two kinds of Anaconda rustproof pipe, built to give permanent, cost-free service. (1) Anaconda Brass Pipe, the highest quality water pipe obtainable. (2) Anaconda Copper Tubes assembled with solder-type fittings, which cost considerably more than rustable pipe.



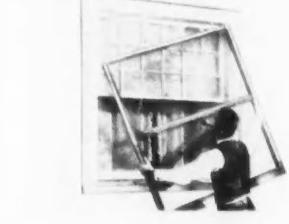
A water tank or range boiler of sturdy, non-rust Everdur Metal assures you of clean, rust-free water always—and ends tank expense. Everdur is nearly all copper, alloyed with silicon to provide the strength of steel. An Everdur Tank will give efficient service long after a tank of rustable material has been discarded.



Anaconda Copper Flashings are ideal for weather-proofing the roof wherever it comes in contact with chimneys, dormer windows and other projections. In such places it is important that the metal used be copper. Flashings of rustable metal soon deteriorate, admitting water to the woodwork and damage the interior.



Gutters and leaders of rustless Anaconda Copper do Time and Weather. They free you from periodic repair costs and eventual replacements . . . never require painting . . . give years of reliable service. In addition, copper gutters and copper leaders are better-looking, and improve the appearance of your home.



For screen of durable Anaconda Bronze Wire you pay very little more per window than for rustable screening. And you get many seasons of perfect service with no rustholes, no patches, no bakes, no expense. The ideal screen also has a bronze frame—light, sturdy, rich looking and not too expensive to be economical.

The true economy of a rust-free home is fully explained in our illustrated booklet "Copper, Brass and Bronze in the Home". Send this coupon for your free copy.

Anaconda American Brass Limited, Dept. 14H2, New Toronto, Ontario.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Prov. \_\_\_\_\_

ANACONDA COPPER & BRASS

ANACONDA  
Copper and Brass



### Overcoats in the London Fashion

The newest English materials in Oxford Grey — rich Blue — or Black, also in distinctive Tweed effects —

Perfectly tailored.

*Exclusive Hats in the correct models for Autumn wear direct from London's finest Hatlers.*

**STANLEY and BOSWORTH**  
Tailors and Outfitters,  
98 and 100 West King Street,  
Telephones 4151-2442

Read the latest Books for less than 25¢ per day on EATON'S CIRCULATING LIBRARY 50¢ a-month Plan  
The T. EATON Co., Main Floor, Albert Street, Third Floor EATON'S College Street

FOR BOOKS OF ALL KINDS  
Whether New or Secondhand, English or Foreign, consult us. Our experience and advice are freely disposed to help you select your books. Write soon — we send you free Catalogues regularly.

BOWES · CAMBRIDGE · ENGLAND

**MAN, THE UNKNOWN**  
by Alexis Carrel

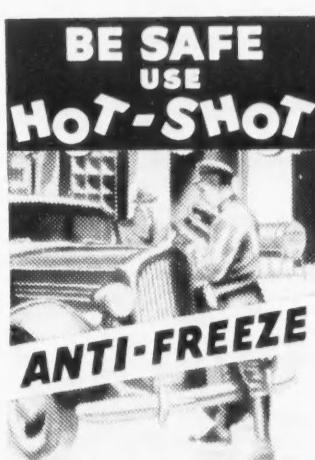
Make 1937 a memorable year in your life by reading this world-wide best seller. Every day thousands of men and women are turning to its fascinating pages for mental and spiritual inspiration. \$4.00

AT ALL BOOKSELLERS

MUSSON

**BERMUDA**  
Hotels of Distinction

BELMONT MANOR & GOLF CLUB  
John D. Evans, Man Dir.  
INVERURIE HOTEL  
J. Edward Connelly, Mgr.  
For full particulars  
ask the Managers or  
our Travel Agents



GOODERHAM & WORTS  
TOKYO, CANADA LIMITED

## THE BOOKSHELF

BY HAROLD F. SUTTON

"ANIMAL TREASURE," by Ivan T. Sanderson (Macmillan, \$3.50) is a wonder-book for grown-ups, engaging and full of fascination. It opens the door on a brand new world of creature life and looking in, one recalls those lost raptures of childhood over animal book before the fire. Strange forms, unfamiliar ways, exotic surroundings, one regarded them tingling with the excitement of discovery and not without a delicious sense of terror. Something akin to these sensations—it depends partly on how far you have got away from the nursery floor—you will experience in perusing the pages of "Animal Treasure"; and problem adults, inclined to be timid and neurotic, are hereby warned to steer a cautious course through the book; there are horrendous encounters.

Its appearance of fantasy must not mislead you about "Animal Treasure." It represents no eccentric flight of the imagination, but real, factual observation of wild life in the steaming jungles of West Africa. If it is different from the ordinary notebook of a zoologist, that is because the author is different from the ordinary zoologist. He was not content to collect specimens and study them, stuffed and absurdly staring on the cold tables of a laboratory. Death did not interest him. His absorbing concern was life, he wanted to see his animals and insects alive and full of motion in their own world, to study their habits and ways, how they ate and fought and loved and what kind of mischief they got into. And see them he did, going to a place called Manife, deep in the forests of Nigeria. He chose Manife and its environs because it was off the beaten track, a virgin, unexplored territory; he chose Nigeria because since childhood he had had a passion for the tropics. Incidentally, he was not disillusioned. The tropics completely fulfilled his childhood expectations, minor miracle that perhaps can be explained by the fact that a zoologist is not a hard person to please.

Mr. Sanderson was different in this way also. Metro size did not impress him. He knew that the smaller things not the most beautiful and varied was nature's invention. So that while hippopotami and buffaloes and crocodiles and other large-scale denizens of the jungle-books appear at intervals throughout these pages, you will find by and large that it is a chronicle of small game of frogs and lizards and snakes and spiders and other engaging morsels. And lest you think that these sound very banalium, permit us to point out they are not the snakes and spiders and lizards of your experience. Any more than is the Potta, or the Ankylopus, or the bellowing skink, or the yellow-spotted rat, or the three-horned chameleon. For that is the charm of Manife. It is not conventional, true to taste, it did not get in a cut and stay there. It wanted to be different and it is. That is why its frogs blow bubbles and the horseflies are two inches long.

IN "THE Romance of Rosy Ridge" (Longmans, Green, \$1.25) MacKinlay Kantor has written a pleasant little book to go along with "The Voice of Bugle Ann". It is a legend of the same Missouri country, although of an earlier time and it tells the story of Comblummin' Henry Bohm who wandered one night into Barry County and the heart of Lissy Ann MacBean. The Civil War had ended but the hate still burned in old Gill MacBean's breast and he wasn't at all sure that the faded trousers of the straiter hadn't been the cursed blue breeches of a Yankee. Well, they had been, in short, and that meant that Comblummin' Henry couldn't see Lissy Ann any more. But he did, finally, and old Gill came after them with the repeating rifle he had captured from a Yankee at Nashville. And if some bushwackers hadn't turned up at that time and Henry shot most of them with Old Gill's gun, he and Lissy Ann couldn't have got married at one of the biggest weddings ever managed in those parts, with half an acre of dinner tables set out under the trees.

### MARGINAL NOTES

HENRY HANDEL RICHARDSON is writing the last chapter of a novel, his first since "Ultima Thule". Miss Richardson will not say anything about it, except that the scene is not laid in Australia. Vera Brittain, author of "Testament of Youth" and "Honorable Estate" will cross the Atlantic waters this fall for a lecture tour.

It has been some time since we have heard from Alexander Woolcott. It seems he has not been idle. "Woolcott's Second Reader," edited, it is almost superfluous to add, by Alexander Woolcott, is in the hands of Viking Press and will be published on Nov. 13th. Any time Mr. Woolcott again gets around to publishing collection of his own works, we are prepared to offer, at no cost whatever to him, a title for the miscellany "All Woolcott and a Yard Wide." Or possibly, as a second choice, "Gathered Woolcott." All we ask in return is an autographed photograph of James Thurber.

L. A. G. Strong is doing well by the month of October. He will have no less than three books published. One of them is his life of Tom Moore, called "The Minstrel Boy"; another is a novel, "Laughter in the West," whose setting is England of forty years ago. The third book is "Common Sense About the Drama". We understand that Mr. Strong was all set to produce a fourth book but some people dropped in for the weekend. Sinclair Lewis has sent to Doubleday, Doran the manuscript of his new novel, "The Prodigal Parents" and the happy publishers have set the day of publication, January 21st. Back in the 1880's George Bernard Shaw used to write musical criticism which may or may not account for anything that has happened since. His articles, which he has treasured all this time, have been collected in a book, "London Music in 1888-1889. As Heard by Corno di Bassotto," a current publication of Dodd, Mead & Company, not to make

a mystery of the thing, is George Bernard Shaw, whiskers and all, and he has written a new preface, no doubt with a great deal of reluctance, to the volume . . .

"SHIPS in the Sky," by Gunnar Gunnarsson, is a November novel. . . . Sir Arthur Quiller-Couch, who has lived for fifty years in the Cornish town of Fowey, is to be its next master, which recalls the fact that he once wrote a novel about Fowey called "The Mayor of Troy." We have not read the book but we have been informed that its hero met an unhappy fate. We salute the temerity of Sir Arthur. . . . "Northwest Passage," still among the best sellers, is to be published in Braille by order of the Library of Congress and will be available to various lending libraries throughout the United States and, we presume, Canada. Its author, Kenneth Roberts, intends to begin writing again soon, but he is vague about his plans for the winter. He may or may not go, he says, to his "half-baked palace" in Italy. He probably has his reasons, but we do not think we could be indecisive about a palace in Italy, half-baked or no.

THE Times (London) Literary Supplement praises the achievement of Harold Williams in completing his three-volume edition of the poems of Jonathan Swift. . . . The biography of Madame Curie, written by her daughter Eve and which has been running as a serial in *The Saturday Evening Post*, will be published in book form by Doubleday, Doran on November 26th. Vincent Sheean did the translation . . .

The Private Library Department of Houghton Mifflin inform us that they will publish this month the first collected autograph edition of the works of Willa Cather. The set will comprise twelve volumes limited to 979 copies each, of which 950 signed and numbered copies are for sale by subscription. . . . Caroline Gordon.

GEORGE JEAN NATHAN is about to have a new book on the theatre. It will be called "The Morning After the First Night." . . . The new volume of verse by John Masefield, promised for this month, is "The Country Scene." Each of the forty-two poems will be illustrated by a full-color picture from paintings by Edward Seago. . . . Close to 1,000 books have been written on the subject of Napoleon and you would think that there was prac-

tically nothing left to be said about him. But enterprising Dr. Boris Sokoloff has managed to produce yet another book by digging into Napoleon's medical history. It seems that the Little Corporal's reputation for robust health was just another one of those things. From "Napoleon: A Doctor's Biography" (Prentice-Hall) we learn that Napoleon, according to the records of his own physicians, in the prime of life suffered from jaundice, enterocolitis, chronic constipation, cystitis, gastritis, chronic eczema, tuberculosis and extreme hypersensitivity. Well, that's the penalty he had to pay for a sedentary life, sitting on a horse day after day directing the subjugation of the world. If he had stayed at home and taken his medicine, instead of going out and trying to take Moscow, he'd probably be alive today, or words to that effect.

## RUNNING RACES at DUFFERIN PARK

Saturday, Oct. 16th to 23rd, 1937

METROPOLITAN RACING ASSOCIATION  
OF CANADA, LIMITED

P. E. CALLEN,  
President.

THOS. HARE,  
Secretary.

## IRIUM SCORES VICTORY OVER DULL LOOK ON TEETH

PEPSODENT alone of tooth powders contains this discovery to bring out exciting luster on teeth, safely

BE THRILLED! As millions are who have long sought sparkling, brighter teeth! Change to Pepsodent Powder containing IRIUM—thrilling new luster discovery. Use this modernized tooth powder twice a day and you'll bid goodbye to dull, coated, stained enamel. Already people have bought over 15,000,000 cans!

Pepsodent Powder containing IRIUM is Safe! Contains NO GRIT, NO PUMICE. It speedily loosens surface stains—gently floats them away... revealing natural pearly luster in record time. And it leaves your mouth refreshed, tingling clean.

15 BRUSHINGS See how Pepsodent shows up any other tooth powder, BAR NONE. Write for 15 brushings, FREE. Address The Pepsodent Co., of Canada Ltd., Dept. 8910-05, Toronto.



**PEPSODENT POWDER**  
It alone contains IRIUM for thrilling luster on teeth



### ANNOUNCING

*Studebaker's Crowning Achievement*

**NEW 1938**

**STUDEBAKERS**

Lowest priced Commander...lowest priced President...in Studebaker history...And a great new low priced Six!



You  
pay so little  
for  
so much!  
more!

YOU'LL see and try more wonderful new things than you ever hoped to find in any new automobiles in the three great new luxury Studebakers of 1938!

spared no effort and no expense to make these new 1938 Studebakers the greatest dollar values in its history!

But only by seeing and driving these finest Studebakers ever built can you do justice to them or yourself! Do so now! Be one of the first to know all about these great new low-priced luxury cars that are destined to be the motoring sensations of 1938.

New Miracle Ride with Independent Planar Wheel Suspension and finest Hydraulic Shock Absorbers

New Flat Transmission Gears

Extra Roomy Luxury Interiors

Safety Glass all around

New Miracle Shift and Gas-Saving Automatic Overdrive on President and Commander at slight extra cost

Automatic Hill Holder standard on President and Commander.

**THE STUDEBAKER CORPORATION OF CANADA, LTD.**  
WALKERVILLE, ONT.

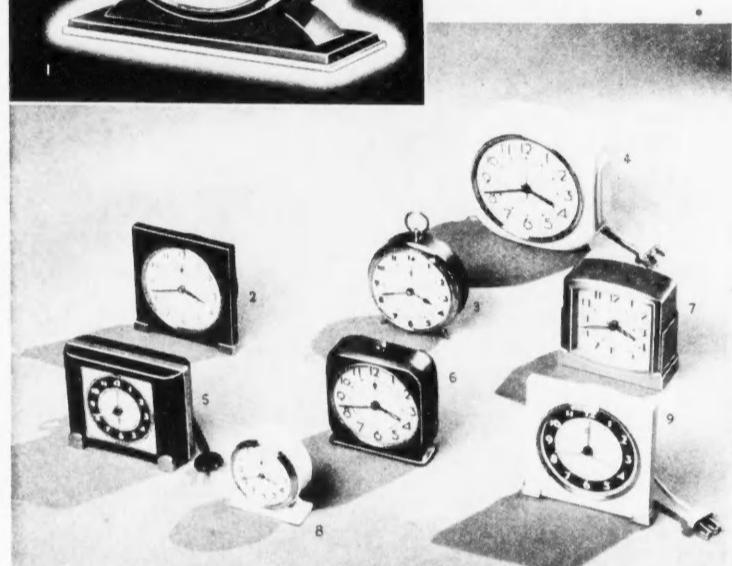
## Invitation! To an All Star Clock Review Featuring Big Ben and his Westclox Family

NATIONAL WESTCLOX WEEK . . . OCT. 18th-25th

Once each year — Westclox and your dealer invite you to view the new and up-to-the-minute styles in clocks and watches. See these beautiful models here—and by all means get a



close-up at your dealer's. Clocks of all styles—at just the price you want to pay. Famous Big Ben and Baby Ben. Handsome Spring-driven and Electric alarm clocks. Smart new Wall clocks. Sturdy pocket watches. Choose any Westclox—each is a star in its own right—all priced amazingly low for clocks and watches built in the Big Ben tradition.



1. Big Ben Chime Alarm, \$3.95. Also Big Ben Loud Alarm, \$2.95. 2. Tide Alarm, \$2.50. 3. America Alarm, \$1.45. 4. Electric Wall Clock, \$3.95. 5. Ben Bolt, Electric Alarm, Luminous Dial, \$4.75. 6. Plain Dial, Ivory Finish, \$4.50. 7. Spikes Alarm, \$1.75. 8. Sleepmeter, \$2.95. 9. Baby Ben Alarm with Ivory Finish, Luminous Dial, \$4.75. Also with Plain Dial, \$3.50. 10. Country Club Electric Alarm with Ivory Finish, Luminous Dial, \$4.50. Plain Dial, Black Finish, \$3.50. 11. Pocket Ben, \$1.75, with Luminous Dial, \$2.50. 12. Dax, \$1.25.

**WESTCLOX** Makers of Big Ben and his family of clocks and watches for every purse and purpose...  
MADE IN CANADA BY WESTERN CLOCK COMPANY LIMITED, PETERBOROUGH, ONTARIO

... and my pop says,  
**"Gee whiz,"**

To Niagara Falls when we got to Niagara Falls my pop bought some gas and the man looked at the oil and he says "It's still full" and my pop says "Gee whiz, I never went that far without adding oil before. And the man says "It must be Quaker State." My pop says "Sure, but how did you know it was Quaker State?" The man says "People are generally surprised how much further they're going when they use Quaker State. Wish you were well along." Hal

**QUAKER STATE MOTOR OIL**  
CERTIFIED GUARANTEED  
Made in Canada  
**GO FARTHER BEFORE YOU NEED A QUART**

THE QUAKER STATE MOTOR OIL COMPANY OF CANADA, LTD., TORONTO, ONTARIO

## AMONG THE NEW BOOKS

### ALL ABOUT CANADA

The Encyclopedia of Canada, Vol. V, *Newts—Siksika*; General Editor, W. Stewart Wallace, Toronto, University Associates of Canada Ltd.

BY B. K. SANDWELL

IT IS a great pleasure to find an error in Mr. Wallace's fifth volume after hunting in vain through the preceding four, even though it be but a printer's error and demonstrable as such. Our old friend T. B. Robertson of the *Winnipeg Free Press*, who died just in time to get into this volume (only statesmen get in while still alive), was quite accustomed to being printed Robertson in other newspapers, and would not have been surprised to find himself so printed here. But he is in the right alphabetical position for Robertson ahead of all the Robertsons, so the mistake is obviously a typesetter's and not the editor's. Somewhat to our surprise Laura Secord receives credit for having "made her way through the American lines and warned Lieut. James Fitzgibbon" of the projected attack on Beaver Dams; there is however a reference to Mr. Wallace's own work on the subject. There are 33 pages of "Saints," and 5 pages on the Rebellion. The article on Sherbrooke does not mention the date of its establishment, which in view of this year's centenary seems regrettable. The article on Penology, while no doubt technically correct, may instead some readers with its assertion that "the lash is not used in Canadian penitentiaries for the purpose of discipline"; this does not mean that corporal punishment is not employed, but merely that the "paddle" is not technically a "lash". The signed articles in this volume bear the names of an equally brilliant and even more diversified list of contributors than the preceding ones. Professor Brady deals with Public Utilities, Professor Innis with Pulp and Paper, Father Lebel with the Roman Catholic Church, and M. Aegidius Fauteux with the Province of Quebec. The Siksika, who wind up the volume, are the Blackfoot Indians, and are dealt with by an unnamed writer who clears up some uncertainty in our own mind by making it clear that the word Blackfoot is both singular and plural.

### "IMPERIAL JEWS"

"The Guggenheims," by Harvey O'Connor, Toronto, McLeod, \$3.50.

BY J. V. MCAREE

MR. O'CONNOR has achieved the difficult feat considering his subject of writing neither like a muckraker nor an idolator, but the reader will be inclined to render a verdict of "guilty" against the Guggenheims, and conclude that they have taken more than they have given.

The most sympathetic character in this story of three generations is old Meyer Guggenheim, who left Switzerland when a boy and established himself with his parents in Philadelphia. Here he becomes the great prototype of the Jew of legend, his back bent under the peddler's pack. He was like ten thousand other Jews except that the idea occurred to him that the jobbers who sold him his trumpery merchandise were probably making an unfair profit. So he got a friend to analyze the shoe blacking he was selling and presently he was making his own blacking. It was the first step up. He prospered and in a few years had several wagons delivering goods in and about Philadelphia. By a stroke of luck he was given the selling agency for lace made by a relative in Switzerland and before he was middle aged he was a millionaire. By another stroke of luck he had an opportunity of buying shares in a silver mine in Colorado, thus setting the feet of the family in the road they were to follow to this day mining and smelting.

Meyer Guggenheim became a smelter for the same reason he had become a shoe blacking manufacturer—he thought the smelters were taking too great a toll from the miners. When he died at the age of 77 he left several millions to his seven sons who were to roll them into hundreds of millions in the years to come. Old Meyer did not recover from an operation for which he refused to go to hospital. "You can't sell a few life insurance or anesthetics," he said.

There is really not much romance in the rise of the Guggenheims. None of the sons knew poverty. They advanced by reason of their ruthlessness and the sheer weight of their money. Dan, the ablest of the sons, became more interested in forming companies and selling bonds than in actual mining or smelting. The war doubled, if it did not triple, the millions of the Guggenheims. They were rapacious profiteers, and they were also probably the greatest enemies of organized labor in the United States. Their charitable contributions though considerable were small in view of their resources. The third generation of them is famous for its divorces and the consensus is that the United States would have been better off if Meyer had never left his Swiss home.

### THE EPIC PATTERN

"So Great A Man" by David Pilgrim, Toronto, Musson, \$3.

BY MARGARET LAWRENCE

THE amazing fact about our literary present is its devotion to the past. We might speculate and continue to speculate and never quite come to a genuine explanation. The novelists teach back to stories. The dramatists follow and the scenarists do likewise. Everybody writing, it almost seems, has turned historian and biographer. It has improved the style of history and biography but it leaves our present to the future and it takes from the unknown individual who used to fascinate the writers the comfort of being a story, all other comforts fading. Security has gone from the ordinary individual dealing with his own problems, and so he becomes a



"LOOPING THE LOOP." Honorable Mention Photograph by Howard Seversen, 1031 McMillan Avenue, Winnipeg.

ghost wandering fitfully in the mass. To find an individual which is the business of the novelist, he goes to history. It may be lack of courage in the writers. It may be lack of time. Or it may be lack of actual human feeling. It is so much easier and quicker and less painful to take a character on a jaunt through the past than to stumble with a character in and around the present. And far less dangerous, things being what they are.

"The Bearded Golfer" is an admirable mystery story slightly handicapped by its title. "The Black Archangel" is imaginative and a little bitter. "The Agreeable Widower" a good shocker, and "The Old School Tie" with its very time worn plot curiously enough the most modern misrepresentation of all. "The Cadish Lady's Maid" and "The Phantom of Pimlico" you will skim over lightly; they are very thin stuff, but you who like your Arlen at his most Ardenesque will read "The Policeman in Pinecone" with the greatest satisfaction. Each proves the writer has a story to tell and can tell it very artfully.

Why then does a faint odour of the past cling to every page? These are highly stylized smart modern short stories. Is it because their smartness is occasionally so smart as to be almost smarthead, the would-be irony and sophistication mere cloak for the romantic mind behind them?

For of course Mr. Arlen is invariably romantic. He still looks on life as a great sentimental adventure with prizes of coronets and ten thousand pounds (or wives) at the end of every journey. And this romantic attitude really is definitely outmoded, darn it.

But keep a thing for seven years, they do say, and it will come back into fashion again. And Mr. Arlen is still full of pep.

## "I know," said Sonny, "you're going by TELEPHONE"

"TODAY", said Daddy, "I'm going to Winnipeg,

Regina, Calgary, Halifax, Saint John, and New

York, but I'll be back in time to put you to bed tonight."

"Oh - h", replied sonny, nonplussed for the moment —

then, remembering his own Long Distance talk with

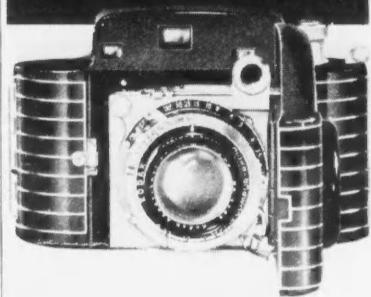
Granny, 300 miles away — "I know — you're going by telephone!" Which is just what Daddy intends. He's a modern business man and has found Long Distance a speedy, dependable economical business builder — the

modern version of "Seven-League Boots", in fact.

On both "Anyone" and "Person-to-Person" calls, Low Night Rates apply every evening after 7, and ALL DAY SUNDAY.



KODAK ANASTIGMAT LENS  
EKSTAR f.2.0  
1/500 COMPUR-RAPID  
SHUTTER  
COUPLED RANGE FINDER  
FILM-CENTERING DEVICE  
DIE-CAST ALUMINUM BODY  
STAINLESS STEEL TRIM



## Great pictures under unusual conditions

WHEN your camera is a Kodak Bantam Special, you don't wonder whether you'd better chance it—you go right ahead and take pictures under almost *any* conditions. Your superlens is a Kodak Anastigmat EKSTAR f.2.0, your shutter a 1/500-second Compur-Rapid.

You shoot in the rain, stop fast action, snap away indoors, under Photofloods, get theatre and night club shots. Negatives are needle sharp, yield big, detailed enlargements.

Your coupled range finder is a joy to work with; it finds the range and focuses in one operation, adjusts to your individual vision. Film-centering device locks film accurately in position for each exposure.

### COLOUR, TOO!

Load with Kodachrome Film for full colour transparencies, to be viewed as they are, or mounted in slides for larger size showing in the Kodastatic Projector. Kodak Bantam Special is \$120. See it at your dealer's.

IN CANADA "KODAK" IS THE REGISTERED TRADE MARK AND SOLE PROPERTY OF CANADIAN KODAK CO. LIMITED, TORONTO

## KODAK BANTAM SPECIAL

# SHIFTS IN EUROPEAN POLICIES

BY JOHN A. STEVENSON

THE summer of 1937 has witnessed a progressive deterioration of the international situation, which had alarmingly ominous features before it began, and its close finds the nerves of the majority of governments and peoples in Europe and Asia on a razor-edge of anxiety and worry about what the winter may bring for them. The Sino-Japanese conflict, having swiftly developed from a local fracas into a first-class war raging all over Northern China, has now taken pride of place from the Spanish civil war in the newspaper headlines and is already surpassing it in the scale of its casualties and general devastation, although there has been no formal declaration of war or rupture of diplomatic relations. The latest reports indicate that the Japanese have achieved considerable successes in the area round Peiping and been able to occupy a substantial number of important towns and extensive territory, and that the Chinese troops in that region have been worsted by superior generalship and mechanical equipment, but that the invaders have encountered much more effective resistance in the vicinity of Shanghai, where they have had to pay an enormous price in casualties for such ground.

The Japanese are striking at Shanghai because it is the chief nerve centre of the trade and general economic life of China and they have taken the grave risk

of embroiling themselves with Britain, the United States and other countries, which have large business interests in Shanghai and a recognized stake in its famous international settlement. Already the damage done by the combatant armies to British, American and other trade and property runs into millions of dollars and the interested foreign countries have found it necessary to increase their naval and military forces on the spot and to evacuate their nationals from the zones of the fighting.

THE Japanese have shown complete ruthlessness in their tactics and are evidently calculating that at present Britain at least is too preoccupied with dangers in Europe to give any serious attention to developments in the Far East. Happily the governments of Britain and the United States virtually see eye to eye about the situation in China and are working in harmonious co-operation through their representatives on the spot who have served blunt notice to the Japanese military leaders that there is a limit to their patience and that in certain eventualities stern measures will be taken to safeguard British and American interests.

Undoubtedly the Japanese militarists, who are now being backed by the

full resources of their Government, counted upon a short sharp war and an easy victory, and experienced observers of the domestic situation in Japan contend that they cannot afford any other kind of war. The huge sums of money which are being borrowed for war purposes will aggravate a financial situation which was already very difficult, the withdrawal of men for army service will diminish production both in industry and agriculture, a rise in prices will lower standards of living which were pitifully low for the masses of the people, and as the months roll by with a rate of mounting casualties and negligible results to show for them, it may prove increasingly difficult to suppress a swelling tide of popular discontent, of which distinct signs were visible before the war began. The Japanese armies may win victories here and there and capture important places, but they have contrived to unite the Chinese people in a common national front against their aggression, and the Communists have voluntarily agreed to forswear their feud with the Nanking Government and contribute a large quota of experienced troops to the national army.

China has been proverbial through the ages for her capacity for resisting foreign invaders and even the application of the most extreme doc-

trines of Frightfulness, in which Japan is proving a very apt pupil, will not easily wear down the patient endurance of the Chinese people. Meanwhile the Chinese Government has strengthened its position by concluding a new concordat with the Russian Government; it does not bind the latter to give active help to China in the present war but it establishes a cordiality in their mutual relations, and there is little doubt but as far as the difficulty of communications permits, China will be able secretly to secure help from Russia in the shape of trained aviators and other experts and munitions. British sympathies are now wholly on the side of China, for it is realized that if the Japanese obtain permanent control of Shanghai and other leading ports of China, Hong Kong will lose its value as a basis for British trade and influence, and Britain will be compelled to fall back upon Singapore as her line of defence against the menace of Japanese militarism.

MEANWHILE in Spain the civil war pursues its bloodstained course without any prospect of a definite decision before winter (which can be very rigorous on the high plateau of Central Spain) arrives to call a halt to offensive operations on a large scale. In their efforts to round off their mastery of northern Spain the insurgents are meeting with un-



FIRST WARDEN. W. Bruce Ross, who is beginning his duties as Warden of Douglas Hall, the new residence for men at McGill University.

expected bitter resistance from a courageous remnant of the Basque army and have been unable to move, as they had planned, the main body of their northern army to the Madrid sector, and in August they suffered a serious reverse on the Aragon front, when the loyalist troops captured the important "key" town of Belchite and thereby diminished the serious-

ness of a threat to the communications between Madrid and Valencia. Under the leadership of Juan Negrin who recently found time to attend the meeting of the Assembly of the League of the Nations and impress it by his forthright denunciation of Italian and German interference in Spain, the Valencia Government is showing more vigor and initiative, but it is still harassed by the factious attitude of anarchist elements, and its armies are handicapped by the lack of the abundant artillery and mechanical equipment with which the Fascist powers have supplied Franco. The general impression of correspondents in Spain is that both sides are suffering from the exhaustion of a grueling war, which has now lasted nearly fourteen months and that, as neither has the strength or resources to bring the other to its knees, the outcome of the war will largely depend upon developments outside Spain itself.

ONE of these recent developments has been a sinister outbreak of submarine piracy in the Mediterranean. Not only have a number of Spanish and Russian ships been sunk without warning, and with a callous disregard of the fate of their crews, by submarines of unknown pedigree, but the Woodford, a British ship, was torpedoed by such a craft, and other British vessels and even a destroyer were attacked. All the evidence available points to Italians being either directly or indirectly responsible for this piracy and its emergence has stirred the British and French Governments to immediate and resolute action. They summoned to meet at Nyon a conference of nine powers with direct interests in keeping the Mediterranean a safe maritime highway, and there a decision was speedily reached to establish a system of strong naval patrols, aided by squadrons of planes, which have instructions to sink all piratical submarines at sight. The main burden of this watch in the Mediterranean falls upon Britain and France, who have withdrawn from participation in the naval cordon round the coasts of Spain in order to concentrate all their available ships in the Mediterranean, but countries like Greece and Turkey will be responsible for watching the seas adjacent to their own coastline.

In the comments of the well-controlled Italian press there is evidence that Mussolini has been almost staggered by the firm action of the British and French Governments, and although his papers are fulminating about the terrible menace to Italy from this misguided attempt to restore Anglo-French domination of the Mediterranean, he is evidently not prepared to provoke them further at the moment and is contenting himself with a curious demand that in the naval arrangements for the watch Italy must be given full parity with France. The Italians deny that they have any responsibility for the pirate submarines and are developing the thesis that they were really Russian craft, which had been sent to the Mediterranean to get Italy embroiled with Britain and France, but at any rate there has been a significant cessation of submarine piracy since the Nyon conference.

THE aspirations of the British Government for the re-establishment of cordial relations with Mussolini, for whom Neville Chamberlain tried to pave the way by an adroit personal letter, have for the moment gone glimmering, and Mussolini's rancor against Britain has probably been intensified by this recent episode. He is now evidently bent upon strengthening Italy's ties with Germany, and for this purpose he has been paying a full-dress visit to Hitler for the avowed purpose of discussing problems of mutual interest. The "Nazis" being well aware of Il Duce's love of impressive pageantry, drew heavily upon their strained financial resources to bedeck Berlin and other places with elaborate decorations, in order to testify their admiration for their famous visitor.

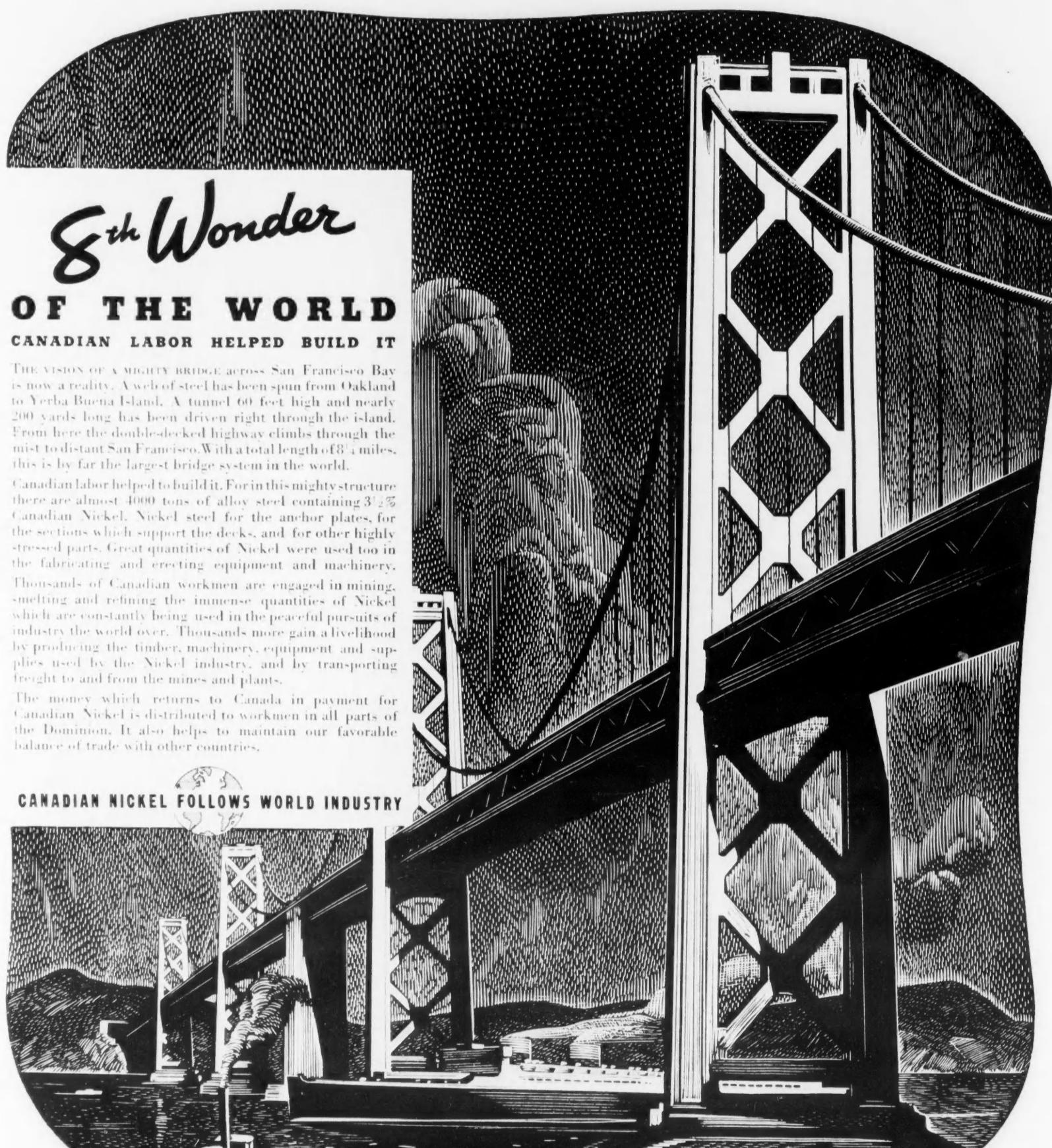
However from Rome Virgilio Gayda, the chief journalistic bugler of Mussolini, has been giving assurances that the meeting between the two Dictators need not be viewed as "inimical to peace," and indeed on its eve Il Duce made a quite unexpected gesture of conciliation towards Britain and France. First of all, at Geneva Signor Scoppa, Italy's representative, told M. Delbos, the French Foreign Minister, that Italy did not intend to reinforce her "volunteers" in Spain and agreed to consider sympathetically a plan for a tripartite discussion between Britain, France and Italy about the problem of foreign intervention in Spain, and later Count Ciano, the Italian Foreign Minister, repeated the pledge to the British chargé d'affaires at Rome. In some quarters this sudden move on Mussolini's part is ascribed to an anxiety to strengthen Hitler into a mood in which he would be more amenable to Mussolini's suggestion, and Mussolini is credited with manoeuvring to hold the balance of power in Europe by playing off Germany against the Anglo-French bloc. But another theory is that the situation in Ethiopia is mainly responsible for the Italian gesture.

M. Delbos frankly warned Signor Scoppa at Geneva that if Italy sent more volunteers to Spain, France would no longer hesitate to send men and materials on an organized basis to help the Valencia Government. So the theory is that Mussolini has made up his mind that Britain and France will never allow him to secure both recognition of his Ethiopian empire and control of Spain through backing his friend Franco to victory and that, having decided that it is more important for Italy to secure recognition of her Ethiopian conquests, he is prepared to abandon Franco as the price of it.

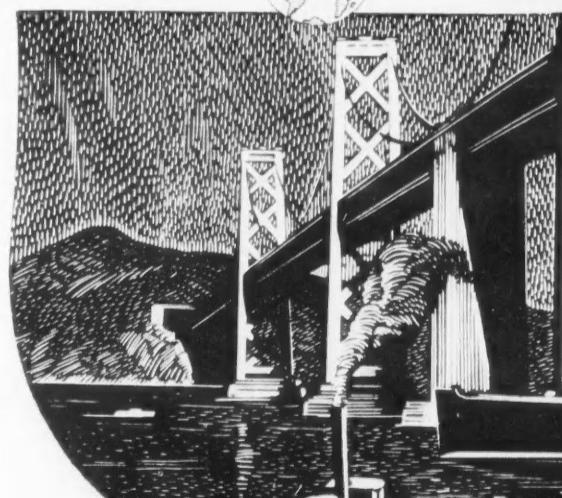
• •

A recruit failed to salute a Captain. The Captain followed him inside and demanded: "Don't you recognize the uniform?"

"Yes, sir," replied the recruit, feeling of the Captain's coat. "Pretty nice uniform; look at this thing they issued me." Army and Navy Journal

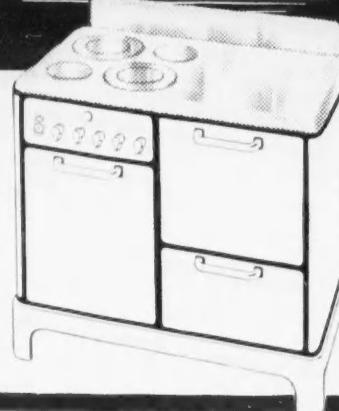


## CANADIAN NICKEL FOLLOWS WORLD INDUSTRY



### A Rust-proof "MONEL" TOP FOR YOUR KITCHEN RANGE

The silvery kitchen is the vogue today. First, the "MONEL" sink, then the "MONEL" cabinet tops—and now the "MONEL" range top. Leading makers of electric and gas ranges in Canada are featuring models with tops of this rust-proof, corrosion-resistant metal. It's so easy to clean and keep clean. Its beautiful, silvery lustre improves with use. See the models with "MONEL" tops wherever fine ranges are sold.



Write for a free copy of "The Nickel Industry in 1936", a complete review of the past year's world-wide developments and applications of Nickel and its Alloys.



THE INTERNATIONAL NICKEL COMPANY OF CANADA LIMITED  
25 KING STREET WEST, TORONTO

# SATURDAY NIGHT

PEOPLE

» TRAVEL

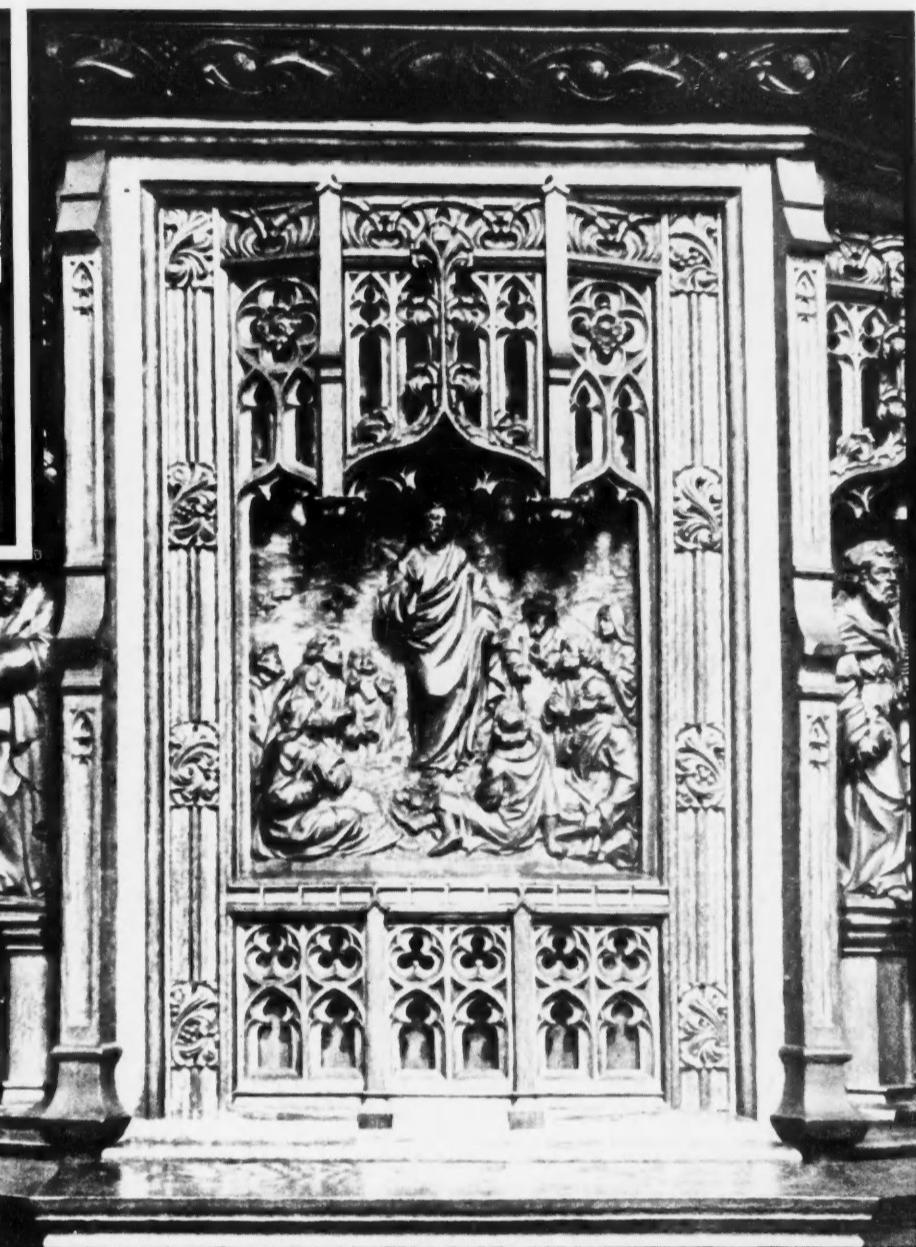
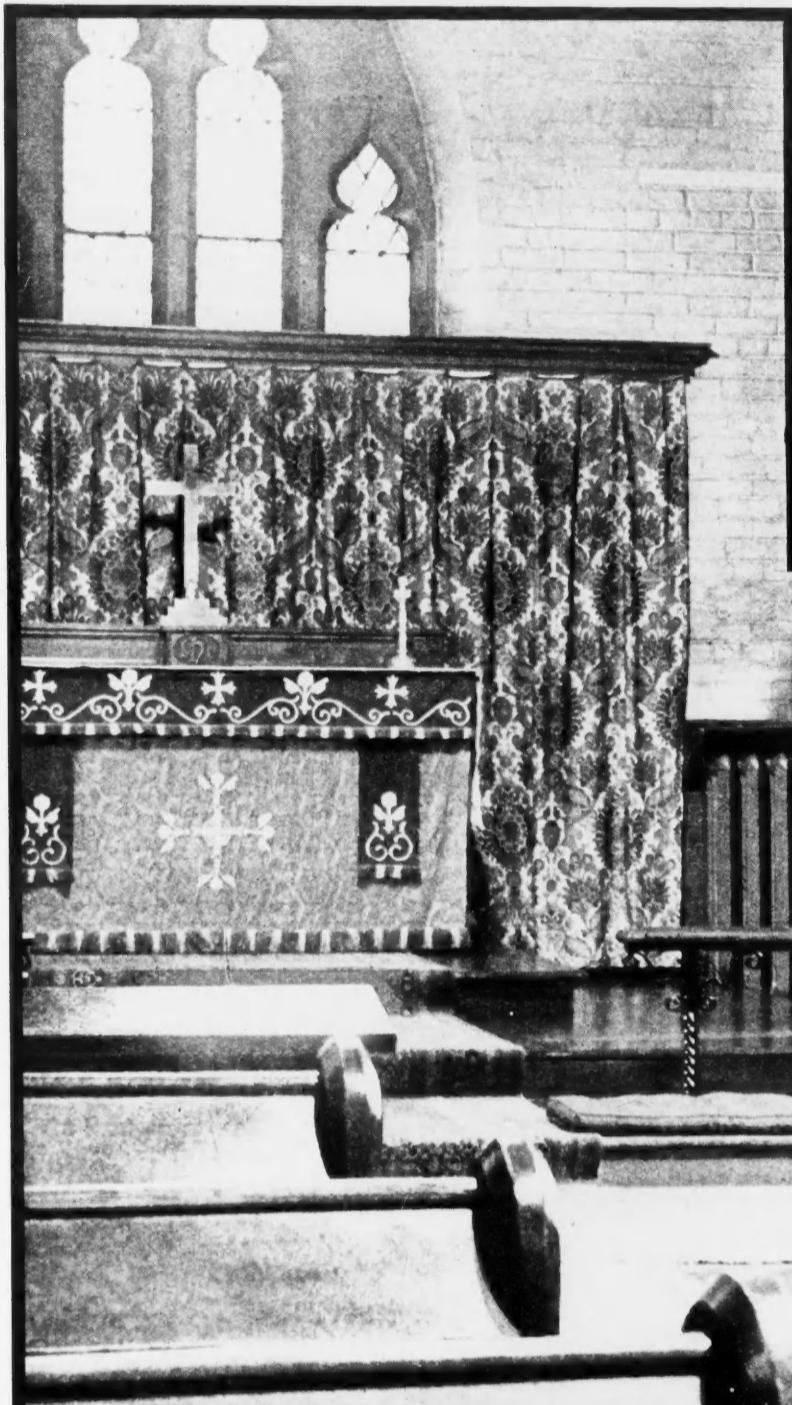
» FASHION

» HOMES

» LETTERS

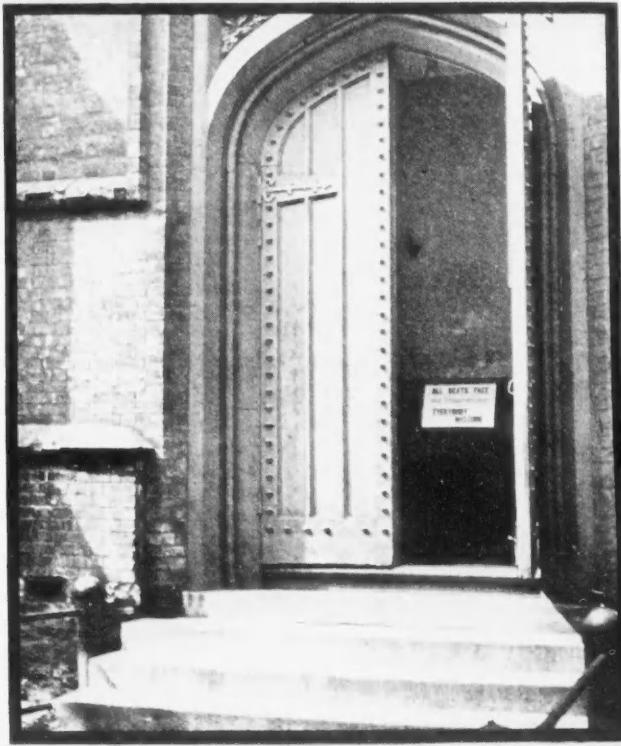
TORONTO, CANADA, OCTOBER 9, 1937

## AN ECCLESIASTICAL OASIS IN A BUSINESS CENTRE



FOUNDED as the result of a £5,000 gift from an anonymous donor in England, the Church of the Holy Trinity has served all conditions of men, but particularly the poor, for ninety years. The church is situated in the heart of Toronto less than a city block from the corner of Queen and Yonge streets, but the downtown structures of commerce, especially the main store and some of the factories of the T. Eaton Co., have surrounded it and soared above it, and probably few tourists ever notice it unless they happen to wander into quiet little Trinity Square. *Upper Left*, the upstairs chapel, said to be the only chapel in Canada above ground floor level. *Upper Middle*, the factory buildings look down on the roof of the church. *Upper Right*, the magnificent carving of a panel of the pulpit. *Lower Left*, the chancel of Holy Trinity. *Centre*, no parking except for humans on the low fence around the church lawn. *Lower Right*, a side view of Holy Trinity, and the front door with its sign "All Seats Free—Everybody Welcome." Friends of the church are now undertaking to raise a \$100,000 trust fund so that its work may continue.

—Photo by "Jax."



FINE  
UPHOLSTERED  
SETTEES  
and CHAIRS

with carved show-wood frames of select mahogany

In answer to the demand for finer types of upholstered furniture, Thornton - Smith are now able to offer a wide variety of styles. Special attention has been given to the requirements of comfort . . . the finest materials have been used in the construction . . . and the workmanship is of the same high quality for which Thornton - Smith have been famous for so many years.

Added to this the price factor has been constantly observed . . . resulting in as low a price as is possible consistent with quality.

\* \* \*

Call in and see them, or if out-of-town, a card from you will receive prompt attention.

**THORNTON  
SMITH**  
COMPANY LIMITED  
392 YONGE STREET

*Announcement*

BIRTHS

At the University Hospital, Edmonton, Alberta, Mr. and Mrs. R. W. M. Ross, formerly of Sudbury, Ontario, had a daughter, Wednesday, September 27.

FOR THE BRIDE . . .  
*Gifts*  
by JENSEN

- From a large collection of individual pieces of hand wrought Sterling Silver, made by the master craftsman, Georg Jensen of Denmark, we illustrate a few representative selections —
- A Compot. 7½" high. Spiral stem with pendant grapes \$155
- B Bowl 6" dia. Base with hand wrought flowers \$65
- C Three piece condiment set, globe shape modern base \$53 (Salt and pepper \$22 Mustard pot \$21)
- D Pair of sugar tongs 4½" long. Fluted ends \$8.75
- E Pair of Salad Servers 7½" long, pod and seed design. \$29.50
- F Heavy weight Table Bell, 3" high, acorn design \$19.75

*Gifts by Jensen*



YONGE AT TEMPERANCE • AD 9001



A RECENT BRIDE AND HER ATTENDANTS. Mrs. S. Finlay Clark, née Leona Seagram, daughter of Mr. and Mrs. J. H. Seagram, of Barrie, Ont., whose marriage took place on September 18 at Trinity Church. From left to right—Miss Norma Hall, of Ottawa, Miss Annette Seagram, the bride, Miss Adine Seagram, Miss Ruth E. Dignam, and Miss Mary E. Dignam.

—Photograph by J. Kennedy.

## THE DISTAFF SIDE

BY MARIE CLAIRE

THE sumacs have already caught fire among the green trees and it only needs one or two frosty nights to set the maples blazing. Careful male citizens who save their holidays for Autumn sport are off to hunt and shoot, with promises of returning gifts of wild duck, on which we shall not count.

The most fascinating part of duck shooting, from our point of view, is the decoys; those startlingly life-like models of ducks that all the hunters we don't know apparently use to attract their wild prey. We dropped in at a big boat-building concern the other day to ask about the creatures. A very pretty hoard or decoy of them (we wish we knew the group name for wild ducks) flocked together on some dried rushes among the boats in the windows.

The Peterborough Canoe Co. make these from blocks, turned on a lathe at their factory. They are all right, told us frankly, but polka hunters

want their decoys hand made. In his opinion, a really wild wild duck was quite as apt to be attracted by a machine made wooden reproduction of his own kind as by the arty hand made version, but he admitted he was no hunter. So we took his advice and sought out a decoy artist who takes his work seriously.

Good decoy men work from Major Alan Brooke's duck paintings that are very fine and accurate, or from the dead ducks their friends bring home, we were told. This last isn't really very satisfactory because dead ducks' bills change color and the wrong feathers get uncovered when they are ruffled. A decoy can be made in an evening, working with sharp chisels and finishing with a rasp, granted you start with the right sized block for the particular breed of duck. Of course if you are out to do a real job and carve the feathers, not just rasp the surface, it takes considerably longer, and proper painting often takes time spread over several days. Real decoy men try not only to reproduce the duck and drake of each particular breed with exactitude, but strive for a reposeful, sleepy look on some, and alert expressions on others. This he considered of immense importance to wild ducks, who are great readers of character in their fellows, and very observant birds generally. No sensible wild duck worth shooting will prepare for example, to settle down in the reeds for a quiet chat or even a little repose with a lot of wooden Indian ducks. Ducks are choosy.

Hunters buy about a dozen decoys at a time and get a bit superstitious about certain wooden lads who bring them luck. About a dollar and a half a piece is a fair price for a hand-made, properly painted, but uncarved decoy.

We told of the smart one with touches of gold in his feathers that we have used as a door stop in the cottage for years and years. It might just as well stop doors, we were told. Ducks aren't fancy.

The green quarantine placard had been off his front door some ten days before we saw him going by again on his tryke-tow-headed, sturdy, six years old, and right as rain God be praised.

On the far side of the street a small contemporary, also mounted, hove into view.

"You can't speak to me," she began conversationally, pedalling artfully so that she just kept even with him.

"Why can't I speak to you?" He made a very fine curve up a walk and was back in position.

"Because you can't . . . Don't you say a single word to me or I'll tell my Mother."

"Will you tell your Mother if I just say 'hello'?" They were both putting on a bit of speed with a race to the corner obviously in mind.

"Yes I will . . . My Mother says if you even speak to me I'll get shut up in the house for twenty-one days."

"Well if I just say . . . the race was on and the voices trailed out of hearing.

"WHERE have you been?" we asked the Gift Shop buyer, "we haven't seen you in months!"

"I've been in Morocco, Algeria, Tunisia, Libya, Egypt, Palestine, Syria, Turkey, Greece, Italy, Cyprus, Sicily and France. I've been in Constantinople, Damascus and Istanbul. I've been in Cairo . . ."

"It's nice to see you back," we said. "How's Cairo?"

"I saw no remarkable change in it but then I'd never been there before, would you like to look at a stock room full of the things I bought?"

We said "Thanks, we'd like it maybe" and this is what we spent a delightful morning handling, or being careful not to drop, or trying on in front of a hideously inadequate mirror.

The most lovely wide and barbaric silver bracelets, really cuffs, of filigree silver, some set with semi-

precious stones; the pick a tapering three inch cuff made from a Turkish officer's ceremonial belt, set with two bars of lapis and coral—prices from about sixteen to thirty-two dollars. Necklaces made of amber, particularly seaweed amber and amber dust. (Query: Is there amber under the sea? If not there should be some put there for the mere beauty of the phrase.) These of course are light as a feather—even the great big irregular pieces strung with little square "bolts" of amber between and looking like lovely bunches of succulent taffy. One little choker of alternating greenish and pale rosy-yellow amber got us down. Amber dust is moulded into big crazy beads such as Schiaparelli adores. You can get a mixture in colors like every sort of semi-precious stone in a choker for less than five dollars. Terribly smart, really.

Three hand-woven satin, fitted coats—curious little Arabian designs all over them and no trimming whatever we immediately fell in love with for evening wraps but were reproved and told they were to be dressing gowns. One is chartreuse yellow, another white and silver, a third carnelian colored with amber lights. Would you have been convinced? Neither were we. They are cut like riding coats, full length, tie belt with a grand girdle. Negligees, my eye.

Native Turkish hand blown glass comes in every sort of shape for flowers and in curiously attractive shades of amethyst, sea green and blue. It's extraordinarily cheap. Antique copper bowls, jars and jugs—guaranteed over 100 years old and with that curious tin plating that looks like a pewter alloy sticking through, were around in quantity. We love old copper and this is mighty fine with its lovely Persian designs etched in or embossed.

The perfumes were the straw that broke this camel's spirit, not back. The buyer got them from old Ahmed Soliman, who likes to be modestly known as the Perfume King of Cairo. Done up in tricky wooden or metal cases, the little plain vials contain a good part of the so-called mystery of the East. There are scents called Omar Khayyam, Beauty of the Desert and so on and Heliotrope, Jasmine and other flower odours, including a marvellous Gardenia. In "signing the book" a departing gesture invariably demanded after such transactions in the East—the buyer was entertained to note his immediate predecessor had been Madame Helena Rubinstein. So now you know where some of the scents of those nice cosmetics come from, perhaps.

Some four-foot-long ceremonial marriage candles from mosques seemed to us fun all spirally wrapped with silver and colored paper trills, and the Turkish riding shoes in fine creamy leather we intend to buy in quantity just as soon as we are given a thoroughbred Arabian horse.

THE Lord Chief Justice of England, recently on holiday in Canada, told a lot of good stories in the short time we saw him. This addition to the world's collection of Darling stories is one we are glad to remember. The celebrated Justice Darling was not only a wit himself, explains Lord Hewart, but the cause of wit in other men—a rarer quality.

A case before Darling concerned an actress at the Coliseum in London who was suing Sir Oswald Stoll for breach of contract, or some such offence.

When the Coliseum was mentioned, Lord Darling turned to Counsel and said "One moment Mr. Vachell, do I understand correctly that the Coliseum referred to is other than that venerable building, now greatly valued as an antique, where Christians were thrown as food to the lions?"

"Quite right, my Lord," said Counsel quietly, "and not to be confused with the Trocadero, where Lyons threw food to the Christians."

# ELIZABETH ARDEN



announces the opening  
of a  
SALON IN MONTREAL

\*

Elizabeth Arden, whose name is inseparably identified with the creation of loveliness, has opened a new Salon which is an exquisite expression of her traditions and ideals. Here under one roof there is everything for beauty . . . Miss Arden's renowned face treatments . . . her wonderful discovery, the Vienna Youth Mask, to restore youthful contour to the face . . . scientific exercises, baths, and massage to achieve a slim, graceful figure . . . the Velva Oil Mask Manicure for beautiful hands and nails . . . every treatment for the scalp and hair, and new coiffures created in Paris, and subtly restyled for each individual. All these, Elizabeth Arden brings to Montreal for the first time, and she extends to you a cordial invitation to visit her new Salon.

*Elizabeth Arden*

2034 PEEL STREET, MONTREAL

NEW YORK LONDON PARIS TORONTO

## TURABIAN & COMPANY

Formerly of NEW YORK have moved to Toronto their exclusive stock of Antique and Modern

## ORIENTAL RUGS

We cordially invite you to inspect the rugs woven in Persia, China, India, Bulgaria and Turkestan.

OPEN IN THE EVENINGS

434 EGLINTON AVE. WEST

TORONTO

### WE RENOVATE

- Painted surfaces
- Wallpaper
- Cotton ceilings and walls
- Stippled surfaces
- Enriched walls and woodwork
- Tinted or Kalso maimed surfaces
- Tapestry walls—metal ceilings
- Glazed or wax-finished walls
- Church and Theatre decorations
- Woodwork of all descriptions
- Scroll and stenciling work
- Stucco surfaces
- Coasters, and decorations of all descriptions

Fresh, Bright Looking Interiors the Modern Way

## NEW WALLS AND CEILINGS

Instead of Redecorating

• Gone is the ordeal of painters, paperhangers, scaffolding and mess. Every room in your home can be completely rejuvenated with little inconvenience to you and with miraculous results.

• Our skilled operators, with the aid of our patented processes, quickly restore the original freshness and beauty to all types of interior wall and ceiling decoration—whether papered or painted—at about half the cost of redecorating . . . the results are equally as lasting and most gratifying to those who object to having the tranquillity of their home life upset.

• A telephone call will bring our representative to explain everything and give an estimate without obligation. No matter what your redecorating problems may be, write or telephone us for complete information.

### INSTEAD OF REDECORATING

STANDARD CLEANING PRODUCTS LIMITED  
112 Bond Street, Toronto.  
Elgin 2405



**BADMINTON'S INCREASING POPULARITY** brings sports togs into play. And this clever enthusiast knows all about choosing the right ones. That's why she's clad from tip to toe in Viyella—even unto her cool, unshrinkable socks!

Viyella is the soft, smart English flannel whose lightweight permits such freedom of action. Important, too, is its unique porous weave, providing greater body comfort for sports-lovers. And Viyella washes endlessly without shrinking or losing shape.

You'll find Viyella ideal for sports-wear . . . as it is for suits, dresses and blouses . . . ready-made or by the yard. Ask for Viyella at your favorite store or write direct to William Hollins & Co. Ltd., 266 King Street, Toronto, Dept. D.

**Viyella**  
REG.  
washable and colorfast

### MOTHERS ARE RESPONSIBLE

The family looks to you to aid your doctor in keeping them well. You can help prevent much illness and poor health by guarding them from common constipation.

Most constipation comes from faulty diet—meals low in "bulk." This condition can be corrected so easily and pleasantly.

Kellogg's ALL-BRAN provides the safe way to prevent constipation by putting "bulk" back in the diet. Within the body, ALL-BRAN absorbs twice its weight in water, forming a soft mass which gently sponges out the system.

Kellogg's ALL-BRAN also furnishes vitamin B and iron. It is so much better for your family than constant dosing with artificial pills and drugs.

Two tablespoonsfuls daily as a cereal, with milk or cream, or in recipes, are enough for the average person. Three times daily in severe cases.

Sold at all grocers—and guaranteed by Kellogg in London.

**Dunlop's**  
Limited  
Choice  
Flowers  
Since 1880  
8 to 10 West Adelaide St.  
TORONTO  
Flowers Telephoned Anywhere

## THE DRESSING TABLE

BY ISABEL MORGAN

OUR day was enlivened recently when we spent a half hour asking various gentlemen for their opinions of a new toilet kit for men that had come to our desk that morning. The box is deep and round, with a beige colored cover on which are depicted events in the day of that legendary creature, "the man about town." A broad band of maroon announces in bold letters that it is "Three Musketeers" by Lentheric. Removal of the top reveals three swanky gold-topped triangular-shaped bottles neatly arranged to make a circle. The contents of these include a special formula of men's scalp stimulant, an after-shave lotion and eau de cologne—all of a crisp, faint fragrance. A very compact set-up of masculine toiletries, we decided. Evidently the men we asked about it thought so too in their cagey way, for it needed only a little prodding to persuade them to sniff the contents of the bottles. They admitted quite freely they liked the idea, but the height of praise seemed to be that the lotions "smelled clean." No, they did not think they would buy anything like that for themselves, but admitted with considerable enthusiasm they would like to own such a kit. So ladies, it seems to be your move if you are in earnest about wanting to put a stop to the surreptitious pilfering of your own face lotions. Get the man his own preparations, and don't believe him if he scoffs a little because they have been made attractive looking. He will use them, and won't be averse to the subtle flattery of the "man about town" illustrations on the box.

WITH her bride's perfume bouquet ensemble package containing five lovely new flower perfumes, Elizabeth Arden makes it possible for the bride to match her perfume to the scent of the flowers she carries on the great day . . . thus adding the last perfect touch to her bridal outfit. In a dainty gray, white and green box, with unusual three-sided bottles fitted with delicate filigree metal stoppers and appropriately topped with a miniature white be-ribbed bouquet, the perfume ensemble includes five exquisite scents—orange blossom, white orchid, lily-of-the-valley, jasmin and gardenia. We can think of few more magnificent gifts than such an ensemble of perfumes. Any of the five can be had separately, of course, and one of these bottles makes an unusually charming brides-maid gift. As a wedding anniversary gift from a husband to his wife, perfume to match the bouquet she carried on the day of days, it is just about tops.

AT THE recent opening in New York of Lilly Dache's new hat salon, there were two influences of particular moment which many believe will blaze a trail in this season's millinery fashions—primitive African head-dresses and sculptured hats which may be traced directly to the coiffures of Chinese idols. The African hats are the result of a purchase Mme. Dache made from a Paris art collector. This authentic collection is on exhibition in the pent-house of her new building in New York, where one can see how the decorative surfaces have been re-created for 1937-38 millinery. The shell embroidery which represented the wealth of an African chieftain consisted of cowry shells, and Mme. Dache has used these to cover the surface of several models. Others recapture the African silhouettes with fur and feathers. Compressed paper heads, feather-light, give a savage touch of barbaric splendor through their earthy colors. There is a chieftain's hat entirely of gray rayon floss with enormous bag to match.

There are many velvet hats in this collection, and the use of hatter's plush in three color combinations is new. Velvet turbans and gloves to match in pale Chinese blue and Chinese pink are jewel-studded in coral, turquoise and gold. There were ever so many hats designed to go with dinner gowns, an idea which Mme. Dache believes every well-dressed woman will want to carry out this winter. There were many color tie-ups between hat and gloves, or hat, gloves and scarf or hat and fur piece. For example, a hat with soft blue crown matching soft blue gloves; or a two-toned velvet hat in blue-green and rich brown, the brown repeating the darker tones of a red fox scarf; or blue-gray hat, gloves and scarf; or black hat and black coat with velvet scarf and gloves in some such quiet shade as chartreuse green. Fur appears in many of the hats, familiar furs and novelty furs. One of the most striking among the latter is monkey fur so thin and delicate that at a distance it looks almost like paradise feathers.



TO BE AN OCTOBER BRIDE. Miss Frances MacKeith Stevens, daughter of Mr. Herbert H. Stevens and the late Mrs. Stevens, of Port Elgin, Ont., whose marriage to Dr. George Edward Turner, son of Mrs. Turner and the late William Turner, of Windsor, takes place during the month.

—Photograph by Ashley & Crippen.



MISS PAMELA BOOTH, daughter of Mrs. Evelyn Woods Booth, of Rockcliffe, Ottawa.

—Photograph by Kashi.

### TRAVELERS

Mr. and Mrs. F. N. Beardmore and Miss Adelaide Beardmore, of Montreal, have sailed by the Lady Rodney, for their residence in Nassau, The Bahamas, where they will spend the winter.

Miss Frances Mackenzie has returned to Vancouver from a stay of several weeks in Victoria where she was the guest of her aunt, Mrs. Ray Rome.

Mrs. John A. Gunn, Mrs. J. J. Vaughan and Mrs. A. D. Morrow,

who left Toronto early in September for England and the Continent, are en route to Canada on the Empress of Britain.

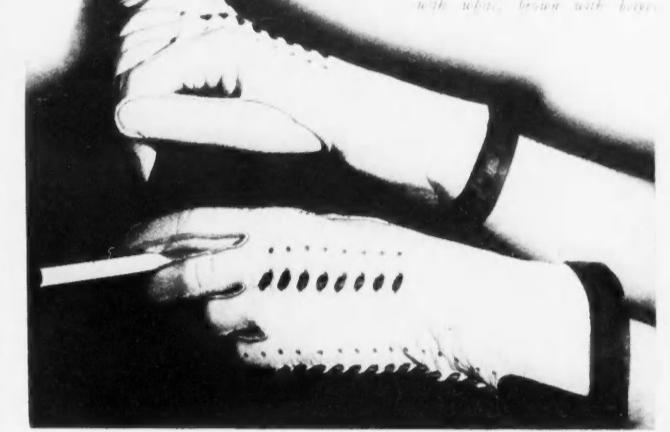
Mr. and Mrs. Hugh Jones have returned from a motor trip through the United States and have taken up their residence at 33 Duggan Avenue, Toronto. Mrs. Jones was formerly Miss Faith Trumbull Warren.

Mrs. Draper Dohe has taken an apartment at the St. George, Toronto.

Mrs. Draffin, Alexandra Place, London, England, has arrived in Toronto the guest of her father, Mr. Albert Nordheimer.

**PERRIN GLOVES**  
"They look twice at smartly gloved hands"

Illustrated is a leather sport glove. Leather lining at index finger and thumb. Metal reinforcement at thumb. Also black with white, all white, navy with white, brown with beige.



"When this You See"



Remember  
Ridgways  
5 O'CLOCK  
Tea

For the Expected guest  
The soup de luxe

Too much has already been said about the unexpected guest. But for the expected guest, nothing short of the finest and best will ever do . . . So enter the first course and a graceful compliment is conveyed in the serving of this sumptuous soup. Campbell's Cream of Mushroom with an accent on "Creamy," and another on "Mushroom" . . .

You will declare that never before have you known a cream of mushroom so deeply rich and utterly delicious with fresh mushroom goodness—that the superb flavor is an inspiration and a revelation.

The mushrooms so generously used for it are freshly picked, then blended into a glorious puree with sweet, rich cream so thick it will hardly pour. Plenty of good size pieces of mushroom throughout add perfection's final touch . . .

The eyes have it that Campbell's is mushroom, *effaceable*, and more mushroom! And palate seconds the motion . . .

Serve this de luxe soup often—the triumph of master chefs, yet ready for your table in but a few short minutes.

Campbell's  
\*Cream of Mushroom  
\*with the accent on "Cream"  
and again on "Mushroom"

## "ASPIRIN" and Your Doctor

Each performs a vital function.  
"Aspirin" in relieving headache, neuralgia, and other muscular pain. Your doctor in locating the cause and correcting it. Intelligent people do not hesitate to call on both.

This may sound like strange advice for the maker of a head-ache remedy to give. But, nevertheless, we give it.

If you are subject to frequent headaches, go to your doctor and tell him about it. He may find the cause of your headaches, correct it . . . and make your life far more pleasant.

On the other hand, if you have an occasional headache; step into the nearest drug-store; the moment you feel it coming on; and get a box of quick-acting "ASPIRIN." Take one or two tablets with a glass of water, and see for yourself how quickly relief comes.

We refer to "ASPIRIN" tablets as "quick-acting," for one reason, because they disintegrate or dissolve in the stomach almost instantly you take them. Hence are ready to start their work of relief very quickly.

Demand and Get —  
**ASPIRIN**

MADE IN CANADA



## CONCERNING FOOD

BY CYNTHIA BROWN

**Y**OU won't be bothered by any information from me about Thanksgiving Day. I haven't any I suppose every year we've got something special to be thankful for, this year it being the ability to put the chin on the chest without pain, and the Government feels we should remark on it. Anyhow I've got on well enough in a quiet way for years just connecting it with big shoe buckles, wild turkeys, Indians, things called *Kitties* about which I am particularly vague, and a long weekend in the country in cold weather. How much of this is race memory and how much to be credited to covers of the *Saturday Evening Post* by Leyendecker I suppose I shall never know. It seems to be "a day of feasting and rejoicing and a good day," a quote from the book of Esther to prove I'm devout, and there are certain traditional foods connected with it that are well worth consideration. So here's to your Thanksgiving Dinner.

In suggesting a menu I am handicapped by conflicting National and family traditions about the *piece de resistance*. A roast turkey is supposedly the thing, while we prefer a goose, or ducks. So I will assume you have your own theories and will follow them as to that.

Here then are suggestions, and how to follow them out if you are interested. We start with a simple cocktail which originated in Boston, a city divided into eight districts, hence the name.

### WARD EIGHT COCKTAIL

For each person allow  $\frac{1}{2}$  a cocktail glassful of Rye whiskey,  $\frac{1}{4}$  glass of lemon juice and  $\frac{1}{4}$  glass of orange juice, with a dash of Grenadine. Shake well on cracked ice. What could be simpler? Well made it's a very good one too.

### SOUP . . . BORTSCH

This, the Volga Boat Song of the soup world, has a million recipes. This is from a world famous restaurant. It's a bit of a nuisance, but pressuring.

Start with four strips of breakfast bacon, cut about a  $\frac{1}{4}$  inch thick and

then chopped up into dice. With this fry 1 onion chopped finely. Don't let the onion cook long enough to get brown. Into this shred about a cupful of a young green cabbage. Add 2 cups of water and 3 cups of good stock, and three tart apples, cored, peeled and sliced thin. Now a little salt, less pepper and a pinch of cayenne. Simmer this for an hour. It's best done in a covered dish in the oven, by the way. At the end of the hour, add six medium sized cooked beets, finely shredded, and 2 tablespoons of vinegar. Simmer again for ten minutes and serve with a tablespoon of sour cream in each portion. It goes gorgeous red, orange, and yellow with the addition of the cream.

### FISH

#### Lobster Thermidor

I suppose I recommend this because I saw such gorgeous lobsters at my fish man's yesterday. Besides it's a very grand party dish.

Buy a very fine big lobster. If alive boil it and cool it before splitting it lengthwise and taking out all the meat which you chop into small bits. Save the cleaned halves of the shell. Make a rich cream sauce with 2 tablespoons each of butter and flour blended, and one cup of cream. Boil this, stirring well, just 2 minutes. Season it with  $\frac{1}{4}$  teaspoon salt, a few grains of cayenne and 1 teaspoon of English mustard freshly mixed. Cook enough chopped mushrooms in butter to make half a cup when cooked. Add these and the lobster to the thick sauce. Mix thoroughly. Fill the lobster shells with the mixture, piling it high. Sprinkle the surface of the filling with grated cheese. It should be Parmesan or Swiss—and brown the top under the broiler.

### JOINT

#### Roast Turkey with Cranberry Sauce or Roast Ducklings with Apple Sauce

Turkey stuffing, it seems to me, should be nothing but bread crumbs, chopped onion, summer savoury, salt, pepper and plenty of raisins with melted butter to hold the damp but not sodden crumbs together. Cranberry sauce is greatly improved in flavor with ground or grated orange peel in it.

Press and clean a pair of young ducks. Put into them 2 apples peeled and cut up, and 2 sliced onions. (These are to improve the flavor and are not to be served). Truss the creatures the same as a goose. Arrange on a greased rack in a dripping pan. Brush over with oil or soft butter, sprinkle with salt and black pepper and dredge with flour. Pour  $\frac{1}{4}$  cup boiling water in pan. Roast in a moderate oven till tender from 1 to  $1\frac{1}{2}$  hours. Baste every 15 minutes and turn several times to brown all over. Remove skewers and trussing, arrange on a hot platter and garnish with watercress. Serve hot apple sauce with it dyed pink with a drop of cochineal or a little beet juice.

### VEGETABLES

Eggplant Provençale  
Peppers stuffed with green corn  
Sweet potatoes mashed with  
cream.

The Eggplant should be peeled and sliced crosswise into  $\frac{1}{4}$  inch disks and sautéed in butter very gently for 10 to 15 minutes. A little bit of onion or shallot in with them is good. Sauté the halved and peeled tomatoes the same way. Butter a flat baking dish and cover the bottom with slices of eggplant covered with a layer of tomatoes. Sprinkle with salt, a pinch of cayenne and grated cheese. Repeat the layers. Bake it about  $\frac{1}{4}$  of an hour in a moderate oven when the liquid that oozes out of both vegetables should be pretty well cooked away and the top a fine brown.

To  $2\frac{1}{2}$  cups of boiled and sliced sweet potatoes, add 3 tablespoons of butter and  $\frac{1}{2}$  tsp salt. Moisten with a little hot cream and beat till very light. Serve at once.

### SALAD

Celery, Apple and Almond  
with mayonnaise

Cut peeled apples into julienne strips (like matches) and do the same with celery hearts. Slit each blanched almond in 3 lengthwise strips. Mix with a little mayonnaise. Arrange on lettuce leaves, sprinkle with paprika and serve very cold.

### SWEET

#### Pumpkin Pie

Pumpkin pie is so traditional you shouldn't even try to avoid it unless your guests are English and new to our appealing ways.

You might just as well use tinned pumpkin, not a soul can tell the difference. Here's the filling, and I'll have to trust you to make the  $1\frac{1}{2}$  cups of flour,  $\frac{1}{2}$  teaspoon salt,  $\frac{1}{2}$  cup shortening and 4 tablespoons (about) of water into a flaky pastry to hold it.

$\frac{2}{3}$  cups hot mashed pumpkin  
 $\frac{3}{4}$  cup brown sugar  
1 teaspoon cinnamon  
 $\frac{1}{4}$  teaspoon mace  
 $\frac{1}{2}$  teaspoon ginger  
 $\frac{1}{2}$  teaspoon salt  
1 cup milk  
1 cup cream  
1 tbsp. melted butter  
2 egg yolks

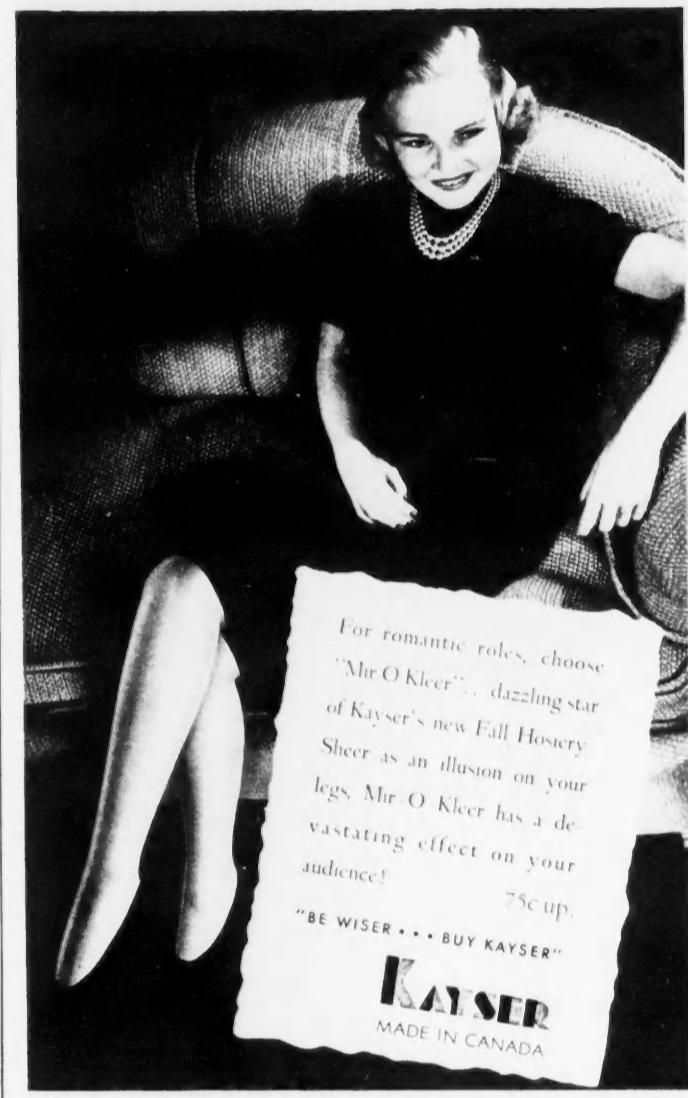
Mix sugar and spices thoroughly, add pumpkin and mix again. Beat egg yolks lightly and mix in then the milk and cream and melted butter. Stir and mix some more then pour into the unbaked pastry shell.

I have heard a good cook talk of mixing one cup of white cream cheese with half a cup of cream and whipping them together till they were smooth and creamy, then mixing in  $\frac{1}{4}$  cup of granulated sugar. This is spread over the cooked pumpkin pie, and chopped pecan nuts scattered all over the top. It sounds thick to me but the man was a gourmet of the first water, so if you can face it you might try it for Thanksgiving. But thanks very much, I think I'll have a little more rice pudding, and my coffee right here.



*Kay's mamma and papa and sister —  
On her birthday, surrounded and kissed her  
But one of her beaux  
Gave her "Mir-O-Kleer" hose.  
And now they're Mrs. and Mr.!*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy—it's fun! And you'll win 6 pairs of Mir-O-Kleer Hosiery for each limerick we accept. Mail to Kayser, Dept. S.N.T., University Tower, Montreal.



75c up.

"BE WISER . . . BUY KAYSER"

**KAYSER**  
MADE IN CANADA

\*Trade Mark Patented Canada 1933, No. 356,234.

Good floors, in keeping with the general design and purpose of the different rooms, is the basis of interior decoration.

## \* SATIN FINISH HARDWOOD FLOORING



The Faultless Quality and Superior Finish of Satin Finish Hardwood Flooring in Oak, Maple and Birch, insures a lifetime of service and money-brightness. If you are building, remodeling or reflooring, specify Satin Finish Hardwood for truly fine floors of exceptional beauty at a cost unbelievably low.

For full particulars, see your architect or builder, or write direct.

\* Trade name "Satin Finish" on every piece.

**SATIN FINISH HARDWOOD FLOORING LTD.**  
WESTON, ONT.

Weston Phone 551

**Empress of Britain**  
128 DAY World Cruise



FROM NEW YORK JANUARY 8, 1938

\$2300 (\$18 per day) including exceptional shore programme. See YOUR TRAVEL AGENT or near Canadian Pacific Agent.

Canadian Pacific



The cost of this series of advertisements sponsored by the National Employment Commission has been defrayed entirely by public-spirited citizens and individuals as a contribution towards that nationwide co-operative effort created by the Parliament of Canada in the National Employment Commission Act.)

## NATIONAL EMPLOYMENT COMMISSION

UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

### ONTARIO ADVISORY COMMITTEE

74 KING STREET EAST — TORONTO

RYLAND H. NEWTON,  
Chairman

L. MARKUS,  
Secretary



*Joan Abbott  
says...*

Bring on your turkey and chestnut dressing; your roast pork and apple-sauce—your other specials! Thanksgiving is here! And don't forget that pumpkin pie! For extra gaiety, serve it with whipped cream and chopped pecans; or maybe you prefer it just plain. Cut it in large or small wedges to suit everyone's appetite.

In the old days, pumpkin pie meant laborious hours of preparation—the peeling and chopping of this golden yellow vegetable, cooking, straining, then the actual business of pie-making. Nowadays, as moderns, we simply open a can of AYLMER Pumpkin, with all that golden goodness right there, cooked, strained and ready for use.

The recipe is on the panel for your convenience, a pumpkin pie of which we are justly proud—economical enough to appeal to everyone, tried and found perfect by many homemakers and their families. So try it out, then follow along with coffee and extras.

And a Happy Thanksgiving all!

*Joan Abbott  
DIETITIAN*  
**AYLMER**  
*natural flavor*  
**CANNED FOODS**

Traditions of Cunard White Star and Donaldson Atlantic Vessels



THE deep draught, steady ships of these great Steamship Companies, offer individual attention and a complete personal service to all passengers, at rates which really represent substantial savings in travel costs.



217 Bay Street  
(Elgin 3471)  
Toronto

**CUNARD WHITE STAR**  
LIMITED  
**DONALDSON ATLANTIC LINE**

but the man to see is your local agent

**RAW  
IRRITATED THROAT**

Doctors Prescribe GLYCO-THYMOLINE

A Sore Throat is a breeding place for cold germs. Fortunately it is also the place where germs can most easily be destroyed. Gargle, night and morning, with GLYCO-THYMOLINE—the pleasant alkaline lotion that has given grateful relief for 36 years and see how soon the inflamed membranes are soothed and healed . . . the mouth refreshed—the breath sweetened . . . the danger of a cold gone!

Doctors use and prescribe GLYCO-THYMOLINE—recommend it as non-irritating to mucous membranes of the mouth, nose and ear. You can rely on GLYCO-THYMOLINE wherever and whenever a safe, effective antiseptic is needed. Be sure to insist on the genuine GLYCO-THYMOLINE—sold by druggists everywhere in 3 sizes.

The time-tried Alkaline cleansing and soothing lotion for nose, throat, mouth . . . bad breath, minor cuts, blisters, insect bites, after shaving, feminine hygiene.

**GLYCO-  
THYMOLINE**  
FOR  
NOSE  
THROAT  
MOUTH.

KRESS & OWEN CO. OF CANADA, LTD. — MONTREAL

## SOME ROOFING REMINDERS

BY WALTER KING



HERE IS AN OLD HOUSE, built sturdily long years ago, but now grown decrepit and unsightly. Nevertheless, its basic lines remain to point to an original sound simplicity of design. In other words, the house has a certain "something" that makes it a fit subject for modernization.

not—and cannot—rust; hence they are the logical choice of householders who want trouble-free durability in every detail of their homes. Copper, because of its rustlessness, is, too, the ideal material for the gutters and the rain-conductors which help so appreciably in the making of a truly satisfactory roof.

COPPER, of course, costs more at the outset—but, when this higher initial cost is distributed over a period of years, it assumes an altogether new

months go 'round. With either asphalt or asbestos, householders immediately gain beauty—thanks to a range of colors that are eye-filling. Secondly, these roofings give a definite assurance of long life—which really is important to all home-owners, rich or poor, as even the wealthiest householder has no desire to throw money away needlessly! And there also is the element of fire-safety, which concerns not only the householder, but everyone who lives beneath his roof.

Cedar shingles—another much-used roofing material—are satisfactory in wear and attractive in appearance if they are stained at time of installation and re-stained from time to time to maintain both beauty and protection. Owners of houses that are roofed with wooden shingles should note that point—as deterioration is bound to make itself felt once the protection of a fully-guaranteed stain is withdrawn. True enough, the roof may last for years—but, unprotected by dependable stain, there are bound to be recurring difficulties and unforeseen expenses in maintenance.

Now, as a final roofing reminder to home-owners, the importance of good workmanship must be stressed; for there is no economy in buying a superior grade of roofing material and turning its installation over to inferior labor. A good roof deserves—and should have—expert handling as a final bid for long and satisfactory service.

### TRAVELERS

MISS ISOBEL MARGARET KERR, of Halifax, whose essay won third place in the writing competition held recently by the Junior League of Canada.

perspective. Householders, therefore, who now are faced by the necessity of replacing worn-out rain-conductors or gutters would be well advised to weigh the cost of this long-lived copper with the cost of any less durable material which they may be considering on the basis of a lower first expenditure. For, after all, the only fair criterion of any building or equipment cost is length of service.

Copper, however, has still another claim to attention; for today it is available as a roofing material, commendable by reason of its permanence, as well as its rich appearance.

For long years, of course, copper roofs have been used on churches, cathedrals, palaces and many imposing buildings of state and commerce. Now

—with quickened and more economical methods of mining, processing and fabricating—copper can be applied economically to the roofing of homes of even moderate cost.

Durable and rustless, copper provides a water-tight roof, light in weight and non-inflammable—and thus safe against flying embers! Furthermore, present-day copper roofing is easy to install. And once properly installed it involves no expense for maintenance. As an additional feather in the cap of copper roofing, its beauty actually increases with age as a soft green patina appears.

Perhaps it is through apprehension as to the long-lasting qualities of wood or the necessity of periodic re-staining that householders are turning more and more to other roofing materials, which once installed make no demands for maintenance.

In any event, asbestos and asphalt shingles are gaining enthusiastic supporters and purchasers—as the



MRS. JOHN WILLSON WOCKER, whose marriage took place recently Mrs. Wocker is the former Miss Adele Agnes Cloris Whiteside, only daughter of Mr. and Mrs. O. F. S. Whiteside, of Sarnia, (and until recently, of Coleman, Alberta). Mr. Wocker is the only son of Mr. and Mrs. John Wocker, of Sarnia.



AND HERE'S THAT SAME OLD HOUSE—with new wing and porch—its walls completely transformed by cedar-like shingles of asbestos, its wood-trim and shutters enlivened by fresh paint, its grounds beautified by well-placed shrubbery. And how this emphasizes the value of modernizing!

Courtesy: Canadian Joliette-Manville Co.

**'SALADA'**  
BLACK TEA

Quality has always been the finest  
... and the price fair

## More SHREDDED WHEAT Please!



**SHREDDED WHEAT**  
MADE IN CANADA - OF CANADIAN WHEAT

CORK TIPPED DR. PLAIN

VIRGINIA OVALS

by Philip Morris

12 for 15c  
20 for 25c  
50 for 55c

AMONG THE BETTER THINGS OF LIFE

Sometimes  
BEAUTY IS ONLY  
FLEXIES DEEP



These women with exquisite forms...the forms you envy...so often it's FLEXIES, rather than Nature, that's responsible for their beauty. Perhaps in FLEXIES, you'd be as lovely as they...or lovelier. See yourself fitted in FLEXIES...to disclose the secret of eternal youth.

and go show you a shimmer, more graceful, more alluring you than you've ever seen before! At your favorite store. Girdles, \$3.50 to \$15.

Combinations \$5 to \$15. Manufactured in Canada by FLEXIES (Canada) Ltd., 240 Richmond Street W., Toronto, Canada.

*Flexies*  
TWIN AND SUPER CONTROL  
REG.

THE WORLD'S LIVeliEST FIBRATIONS

"THANKS  
A LOT!"  
HE  
SAYING

Babies go with delight when Hanes Strained Foods make them. They have the right vitamins, the right balance and the right quantity for babies. And babies know better than Hanes Strained Foods...they eat them...perfectly content...other foods are strange.

And all the other good taste...Hanes Strained Foods are right for you...right for Hanes customers. Their goodness is always beyond question. Fine and delicate, and stored in their own nutrient containers in the absence of air, they provide valuable vitamins and mineral salts.

Free Book for Mothers

—What every Mother wants! A highly informative and valuable practical book about child care. Send today for free copy. Write to: Hanes Strained Foods, 1000 Yonge Street, Toronto, Ontario, Canada.



AS "NORA." Helena Modjeska, *left*, is probably remembered more vividly by Canadians than any other great actress of other days who played the classic role of "Nora" in Ibsen's "A Doll's House." Ruth Gordon, *right*, the celebrated present day stage star, is shown in the role, which she will play in Jed Harris' production of Ibsen's famous drama which opens at the Royal Alexandra Theatre Monday.

## MUSICAL EVENTS

BY HECTOR CHARLESWORTH

THE program at the Piemontese Symphony concert in Variety Arena last week was of varied, and in some respects, unique interest. It is a long time since I have heard Debussy's vocal and orchestral setting of Dante Gabriel Rossetti's mystical ballad "The Blessed Damozel." Subject to correction I think that it is the only English poem that the French composer ever set to music. It was composed in 1887 when Debussy was 25 years old, and in treatment anticipates in some degree his music-drama based on Maeterlinck's "Pelleas and Melisande" begun in 1892 and finished ten years later. That is to say Debussy treats the text both for soloists and chorus in the manner of pure recitative with independent orchestral commentary. His inspiration throughout is exquisitely spiritual—an ultimate example of refinement in music. The most beautiful section is the orchestral prelude in which he evokes the atmosphere of the poem in a truly wonderful way.

It is not necessary to dilate on the mysterious loveliness of the ballad itself. It is one of those expressions of genius that once read can never be forgotten. Despite the fact that the prosody is not flawless, it has a quality of imagery that haunts the mind. The conception of Heaven it conveys is decidedly more attractive to most of us than that presented by the author of the Book of Revelation, and perhaps that is the reason why "The Blessed Damozel" was at one time attacked as "fleshy." When one considers that Debussy's setting is 53 years old, one realizes what a truly revolutionary work it was at its birth. Nothing just like it had ever previously been composed and he had abandoned entirely the cantata style prevalent at that time. The different stanzas are allotted to chorus, the Damozel herself, and a Narrator. By far the heaviest task is allotted to the titular character, and her long recitative had an exquisite interpreter in Enid Gray. Her soprano tones were pure and spirituelle in quality, and faultless in intonation. Her diction was perfect and one could not have asked for finer taste in expression. Jeanne Penzella sang the stanzas of the Narrator. Her tones were broad and resonant, but bare at certain moments, and her diction was of uneven quality. The chorus was drawn from the feminine section of the Bach Choir and under Reginald Stewart's baton sang with good enunciation, good tone and appealing quality of expression. The orchestral

include was also beautifully rendered. Earlier in the program Miss Pengelly sang robustly the familiar "Air de Lia" from the cantata "L'Enfant Prodigue," As usual Mr. Stewart provided an orchestral novelty. This time it was a Rumba from the second symphony of the American composer, Harold Macdonald, edited by Leopold Stokowski. The composer sought to give symphonic expression to primitive rhythms, and the very able and vivid scoring is perhaps due to the assistance of Stokowski.

BARBARA ROBERTS, a gifted young Toronto pianist, daughter of the well-known violoncellist Oswald Roberts, made a very successful debut in a recital at the Eaton Auditorium on Sept. 28. She is a pupil of Moma Bates, who has put the finishing touches on a surprising number of gifted young artists in recent years. Among the many musical persons present no question of Miss Roberts' exceptional promise arose. Her only defect was a defect of youth which will soon be overcome—a tendency to over-emphasis. She is well endowed with courage, for she gave a program that in technical demands was of the type used by pianists of mature experience. There was a note of authority in her interpretations that showed not merely a most intelligent study of every work but rare musical intuition. Her technical command of her instrument is superb, and in so young a girl her power was rather a revelation. The most impressive number from a virtuosic standpoint was the Saint-Saens Concerto, in which the orchestral part was played at a second piano by the gifted executant Margaret Brown. It was a brilliant, scintillant and potent rendering. Miss Roberts also showed fine rhythmic intuitions and tone-quality in the Ballet Music from Schubert's "Rosamunde." Two of the most effective works of Liszt, "Spazialito" and "Campanella" were rendered with notable balance and abandon.

Her father, Oswald Roberts, assisted with two 'cello numbers, the Boellman "Variations," played with impeccable taste and vitality, and in contrast Saint-Saens' ever popular sketch "The Swan."

I HAD the privilege of seeing a preview of the Russian children's musical film "Beethoven Concerto" which was later presented at the Convention of the Ontario Music Teachers Association this week. It was released some time ago by the Soviet to show to the



"TARTAR DANCE." Beatrice Lynn and George Chaffee in one of the numbers which is being presented by the Mordkin Ballet during its Oct. 7-9 engagement at the Victoria Theatre, Toronto.

## Which?

Reflection would you wish to see in the mirror—the one with disfiguring pimples and superfluous hair or the clear, fresh, youthful face free from all such blemishes?

Rather a ridiculous question, but it is surprising how many women endure the embarrassment of facial disfigurements when the remedy is so close at hand. The Hiscott Institute can remove all traces of superfluous hair, warts, moles or small birthmarks permanently and safely by Electrolysis, while Hiscott Facial Treatments, especially of the corrective order, are renowned for their success.

Write for Booklet X.

**Hiscott**  
Institute Limited

Ad. 9652



### A World OF BLUE AND GOLD

Blue skies, soft and smiling, dip gently to the sea...while autumn breezes refreshen you for hours a'saddle on golden sands, or a'stroll on the fashionable Boardwalk. Attractions for all...with hotel rates surprisingly low.

WRITE ROOM 146, CONVENTION HALL

Atlantic City, N.J.

**ATLANTIC CITY**

**HOTEL DENNIS**

ATLANTIC CITY



Autumn and The Sea

Write for informative booklet

WALTER J. BUZBY, Inc.

**Marlborough-Blenheim**  
ATLANTIC CITY

Maintaining the standards of 35 years continuous Ownership Management

JOSIAH WHITE & SONS COMPANY

WRINKLES?  
never!



• Here's a handy wrinkle that will help to smooth the wrinkles from your brow as well as from the weekly wash. The new electric ironers are wonderfully efficient and easy to operate. Not only will they iron sheets, pillow cases and table cloths to perfection—they will handle dresses, children's clothes, men's shirts and other difficult jobs in a way you never would have thought possible.

So why spend hours on your feet when you can sit down and do your ironing so much more easily and quickly? Drop in at the Toronto Hydro Shop and see these ironers in action. They may be purchased by paying a small amount down and the balance with your Toronto Hydro bills.

**TORONTO HYDRO ELECTRIC SHOP**

14 Carlton Street

Telephone: ADelaide 2261

3734

# THE SOCIAL WORLD

BERNICE COFFEY, SOCIAL EDITOR

**WIDE** interest is attached to the announcement made by Mr. H. R. Bain, M.F.H., at the gala annual dinner of the Eglinton Hunt, given by Mr. Bain and the hunt committee and held at the King Edward Hotel on the evening of Thursday, September 30, that Mr. Leigh McCarthy has been designated joint master of Eglinton. Mr. McCarthy is a former M.F.H. of Eglinton. There are now four masters of fox hounds in Toronto, all of whom were present at the dinner. They are, including Eglinton's masters, Mr. Timothy Eaton, M.F.H., and Mr. Aemilius Jarvis, M.F.H., of Toronto and North York Hunt. Mrs. Fiske, sister of the late George Beardmore, first M.F.H. of Eglinton, was an honored guest at the dinner.

**P**LANS are going ahead apace for the West End Crecie Charity Ball, which takes place Friday, October 29, and at which many Toronto debutantes will make their first appearance in society. Mrs. Harry F. Patterson is convener of tickets, and is assisted by Mrs. William Hastie,

RECENTLY there came to the Halifax Junior League the distinction of winning two of the three awards in the Canadian Junior League Writing Competition. In a previous issue we sketched briefly two of the winners, and now we have information of the third, Miss Isobel Margaret

Mrs. R. H. Parmenter, Mrs. A. B. Barker, Mrs. Norman Urquhart, Mrs. J. A. Little, Mrs. Gordon Shaver, Mrs. William Blackstock, Mrs. William Carver White, Mrs. W. A. H. MacBrien, Mrs. J. B. McLeod, Mrs. Glyn Oster, Mrs. Strachan Ince, Mrs. Norman Perry, Mrs. Angus Sinclair, Miss Joan Arnaldi, Mrs. R. R. Carr-Harris, Mrs. F. C. Clarkson, Mrs. Dean Goaderham, Mrs. C. S. Howard, Mrs. O. S. Ladley, Mrs. Hugh Macdonnell, Miss Aileen Robertson, Mrs. Douglas Ross, Mrs. Eric Ryerson, Mrs. R. G. O. Thomson, Mrs. T. H. Wood, Mrs. Crawford Gordon, Miss Jane Palmer, Mrs. F. H. Rea, Mrs. R. A. Graydon, Mrs. Alfred Walker, Mrs. John R. Lamb, Mrs. Brooks Gossage and Mrs. John A. Fraser.

**A**MONG important social events to take place in Toronto during the coming months is the St. Andrew's Ball, which will be held by Lieutenant-Colonel George M. Alexander, M.C., V.D., and the officers of the 18th Highlanders Regiment of Canada, on Friday evening, November 26, at the Royal York Hotel.

**N**EWSS comes from New York of an interesting plan for avoiding Sunday evening "blues" to which, apparently, even that great city's social and artistic leaders are not immune, with the announcement of Miss Jessie Fanshaw's Sunday Evening Informal Club. The Club will meet every Sunday in the Empire Room of the Waldorf-Astoria beginning in November and continuing to March. It is sponsored by persons of outstanding prominence in social and artistic circles, and its purpose is to provide an informal and secluded gathering place where members may dine, dance and play Backgammon without feeling obliged to appear in formal dress. The Club will open at five o'clock on Sunday afternoons for cocktails and Backgammon, and from six o'clock on Xavier Cugat and his orchestra will play for dancing. A buffet supper will be served from seven until nine o'clock. All of which sounds like a diverting way of spending Sunday evening.

**WINNIPEG**

**M**R. and Mrs. Louis Lang of Galt, and their daughter, Esther, spent several days in town en route from the Coast. Mr. Lang left after a short stay and Mrs. Lang remained to spend the week-end the guest of Mrs. R. G. Baird, while Miss Lang was the guest of Mrs. Frank Mathewson. During their stay Mrs. Baird entertained at a cocktail party, and Mrs. N. R. Desbrisay had a luncheon for Mrs. Lang at Manitoba Club when her guests were Mrs. Lang, Mrs. R. G. Baird, Mrs. C. S. Riley, Mrs. S. L. Cork, Mrs. Charles Pentland, Mrs. Douglas McMurray, Mrs. Emeno and Mrs. W. W. Symons, the latter also entertaining informally in Mrs. Lang's honor over the week-end.

Mr. E. R. Bremner of Ottawa is the guest of her daughter, Mrs. John A. Rogers and with Mrs. Arthur Rogers shared honors at Mrs. Gordon Konantz' bridge party one afternoon. Mrs. John Rogers also had a few intimates in the tea hour to meet her mother, Mrs. E. E. Henderson entertained at bridge the other evening in Mrs. Bremner's honor.

**T**HE board of governors of the St. Charles Country Club had a dinner the other evening at which Mrs. John A. Rogers, winner of the Canadian Ladies' Open Championship, was guest of honor. The President, Mr. W. C. Casey, on behalf of the Board, presented to Mrs. Rogers two very handsome pieces of silver, suitably inscribed. A great many mem-



TALENTED YOUNG VISITOR — Miss Diana Gould, of London, England, snapped in the gardens at the Empress Hotel, Victoria, B.C. Miss Gould is a talented ballet dancer and understudied Lady Diana Manners, in "The Miracle". Last season she was a premiere danseuse with the Markova-Dolin Company in London. With her mother, Mrs. Cecil Harcourt, and her sister, Miss Griselda Gould, she is spending some time in Canada. Both of the Misses Gould have been presented at Court.

bers took advantage of the occasion to do honor to Mrs. Rogers, and many jolly little parties were made up. Dancing and bridge took place after the dinner.

Mr. and Mrs. C. C. Fields celebrated their wedding anniversary by inviting a number of their friends in at the cocktail hour. All sorts of beautiful flowers around the rooms testified to the popularity of this couple. Mr. and Mrs. Gerald Pearson were there, having just returned from a trip to the Coast. Later, a number of the men present went on to Manitoba Club to the dinner in honor of Sir Edward Beatty.

Mr. Harold Aikins flew to Minneapolis, and from there went on to Montreal to visit her daughter, Mrs. R. D. Mulholland.

Mr. and Mrs. H. B. Shaw and Mrs. R. Walcott have returned from a month spent in Halifax and Montreal.

Captain and Mrs. H. A. Sparling have left for Kingston, where they will spend the winter.

Miss B. Chapman of London, England, who has been a guest of Their Excellencies, Lord and Lady Tweedsmuir, has arrived from Ottawa and is the guest of Mr. and Mrs. J. G. Glassco for ten days before going on to Denver to visit Mrs. Thomas Moore. Miss Marjory Glassco is at present the guest of her sister, Mrs. Moore, in Denver. Mrs. M. E. Nichols is expected from Vancouver also. She will be Mrs. Glassco's guest for a day or so, en route to spend some months in England.

Mr. and Mrs. Herbert Molson of Montreal, spent a few days in town the guests of Mr. and Mrs. C. F. Pentland. During their stay Mrs. A. Bain entertained at a luncheon for Mrs. Molson.

Mrs. A. J. Andrews was a luncheon hostess this week entertaining in honor of Mrs. E. Burton, a visitor from the States.

## WEDDINGS

### TORONTO

**Musgrave-Jarvis** — On Saturday, October 2, Mr. Douglas Musgrave, son of Mr. and Mrs. T. C. Musgrave, and Miss Mary Elizabeth Jarvis, daughter of Mr. John B. Jarvis.

**Tovell-Ryan** — On Saturday, October 2, Mr. John Watkins Tovell, son of Mrs. Tovell and the late Norman Tovell, and Miss Blanche Courtney Ryan, daughter of Mrs. Kilpatrick Ryan, and granddaughter of Mr. J. A. Kilpatrick of Montreal.

**Laird-Martin** — On Saturday, September 25, Mr. William Darrell Laird, only son of Mr. and Mrs. W. C. Laird, and Miss Mary Elga Helen Martin.

**Perkins-Hume** — On Saturday, September 25, Reverend Arthur Raymond Perkins, Jr., son of Reverend A. Raymond Perkins and Mrs. Perkins of Woodstock, N.B., and Miss Phyllis Hume, daughter of Dr. and Mrs. George L. Hume.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**HAMILTON**

**Moodie-Heddle-McLaren** — On Saturday, October 2, Mr. Dunbar Moodie Heddle, son of Mr. and Mrs. Charles Moodie-Heddle, of Oakville, Ont., and Miss Flora McLaren, daughter of Mr. and Mrs. Henry Evans McLaren.

**SHERBROOKE QUE**

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-Carey** — On Saturday, October 2, Reverend Terence Crosthwaite, son of Mrs. Crosthwaite, and the late Samuel Crosthwaite, and Miss Sylvia Cayley, daughter of Mrs. Cayley and the late Reverend Edward Cayley and niece of Right Rev. L. W. Broughall, Bishop of Niagara.

**MacKellar-C**

## FUNNY MRS. B THINKS MORE OF HER STOCKINGS THAN SHE DOES OF HER HANDS!



**She washes her stockings in gentle Lux because she knows a harsh soap would wear them out—**



**—but uses a harsh soap in her dishpan where her hands are exposed to it for hours. Its harmful alkali dries the oils of her skin.**



**No WONDER she has rough, dishpan hands that embarrass her CRUELLY. Yet Lux for all her dishes would cost less than 1¢ A DAY!**



### Expert Curtain Cleaning

If you want your curtains gently and thoroughly cleaned send them here. We have been famous for curtain cleaning for fifty years.

Skilled cleaning and then hand framing to ensure even edges—proper measurement and graceful hang. Lighten housecleaning with Parker help. Service to your door of course.

**PARKER'S  
CLEANERS  
DYERS**  
PARKER'S DYE WORKS LTD.  
791 YONGE STREET  
PHONE RA. 3121

—London Letter

## COGERS OF BARLEY MOW

London, Sept. 26th, 1937

**D**OWN at Tunbridge Wells, where once upon a time all of fashionable London used to go to drink the waters—and perhaps a good deal else of a less therapeutic character—there is sorrow and indignation. It has been decided to pull down and rebuild a part of the Pantiles. And the Pantiles are almost the chief glory of Tunbridge Wells.

In fairness to the outraged sensibilities of Tunbridge Wells, it must be admitted that there are in all England few more charming survivals of the past than these same Pantiles. Not that they are so very old, for it was only in 1660 that young Lord North, having gone down into Kent in pursuit of health anyway, that's what his family said—discovered a chalybeate spring, not far from Edridge Park where he was staying.

Don't ask me what a chalybeate spring is. All I know is that Sam Weller described it as tasting of "warm flatirons." That would seem to discourage further enquiry. It sounds nasty. And it was nasty—nasty enough to cause the eminent physicians of the day to decide that anything that tasted as bad as that must be good for the health.

Royalty took the thing up beginning with Queen Henrietta Maria, about 1638, and for two centuries Tunbridge Wells was the fashion. But it is likely that the famous waters had very little to do with it, beyond serving as a sort of dignified excuse. The real attraction was the charming situation and surroundings of the place and its nearness to London—much too near nowadays, some of its quieter residents may think.

It was Queen Anne who was responsible for the Pantiles, while she was still only Princess Anne. She gave £100 to have the Upper Walk, as it was called, paved with a sort of shallow cobblestone tile, rather like a pan. Far be it from me to suggest why this particular type of tile should have been chosen, for they can't have been very pleasant to walk on, but perhaps that was the best they could do in those days—with a royal donation of that size.

The Pantiles is a paved promenade raised a foot or two above the roadway, and bordered on one side by a superb avenue of tall trees and on the other by a row of shops with colonnaded fronts. At one end is the Pump Room, which is really a sort of assembly hall, and at the other the famous spring, where the visitor can still buy and drink a glass of the jelly-like chalybeate if he is in a particularly wild and festive historical mood.

The whole scene is undoubtedly very charming. It is easy to understand the indignation of Tunbridgeians at seeing the sacrilegious hand of the house-breaker laid upon any portion of it. But it seems that the old buildings are really past repair. It seems also that the proposed new ones will be, if anything, far more Queen Anne than the old, so far as style goes. Modern architects are good at that sort of thing, too good, in fact, for poor bobs like myself. We are always admiring the wrong antiques.

**S**INCE we are dealing in our erudite way with these historic themes, there was a very interesting ceremony the other day just off Fleet Street in Salisbury Square. This was the inauguration of a new "pub"—not but a "pub" with a ready-made history! It takes the place of the famous old "Barley Mow," whose record went back more than 200 years to the days, in fact, when such places were known as "maggies." And not a bad name either!

The old Barley Mow saw some very stirring times. There is a story of an affair made off in 1716 by "Papists and Jacobites," which went on for three months, and resulted in the killing of one man and the hanging of five others, quite mortally also. But this "Barley Mow" in more



**M**ISS DOROTHY ELLIS, younger daughter of Mr. and Mrs. C. Q. Ellis, of Toronto, who has been travelling through central Europe and the British Isles, has returned to London to spend some weeks with her sister, Mrs. Richard Perren, a recent Toronto bride. Miss Ellis will attend school in Brussels for the next year.

—Photograph by Pearl Freeman.

modern times, was known chiefly as the meeting place of "Ye Ancient Society of Cogers," which is one of the queer societies of London. It was established about 1750, for "the promotion of the liberty of the subject and the freedom of the Press, the maintenance of loyalty, and the practice of public and private virtue."

The way the noble "Cogers" set about carrying out these high and mighty objects was by smoking long clay pipes, drinking tall mugs of beer, and holding impassioned arguments on subjects chiefly political. A certain amount of extremely substantial food also went with the maintenance of "public and private virtue." Naturally you can't keep the steam up, unless you stoke the furnace.

The "Society of Cogers," which is still in flourishing existence, has a quite distinguished history. Among its more famous members were Dr. Johnson, Oliver Goldsmith, Burke, Macaulay, Daniel O'Connell, Dickens, and, in more recent times, Sir Edward Clarke, Lord Halsbury, Lord Russell of Killowen, and T. P. O'Connor. A very impressive list, that, but perhaps not surprising in view of the very sensible idea the "Cogers" had about the right way and atmosphere in which to conduct debates. Pipes and beer!

Not difficult under those circumstances to keep to the pint—ah, forgive me! I really should know better.

**O**NCE upon a time, though not so very long ago, there was a provincial actress of the name of Smith. People of the name of Smith are fairly plentiful, and so are provincial actresses—though usually they select a rather more rocco label for themselves.

This particular Miss Smith was not a very good actress. Almost the only professional record she succeeded in establishing was as the most often-fired actress of the provincial stage. Naturally, with a reputation like that, you can't go very far, though you may go frequently.

Finally Miss Smith, being a sensible woman, decided that acting was not her job. So she went and got one in a big store in the Tottenham Court Road. Being also a very capable woman, she made good. She rose, in fact, in a few years to be the head of a department. But she still hankered for the theatre. That's the worst of stage-fever, you hardly ever get really over it.

As she couldn't act in a play, Miss Smith decided to write one on, just as an opiate for that old professional ache!

She intended it, so gossip says, to be a serious, rather heart-breaking

BY P. O'D.

play. It actually proved to be one of the big comedy hits of the day, though with a bit of sentiment, too. But it was the comedy that made it. The play was called "Autumn Crocus."

That was six years ago. Since then Miss Dodie Smith, for that is her full name though not so very full has had no less than three other winners on the West End stage of London. None, perhaps, quite so big a winner as the first one, but all very gratifying successes. Especially gratifying to Miss Smith must have been the laugh she gave her at the wise lads of the Rialto who said, almost without exception, that she was a flash in the pan, and could never do it again.

**N**OW Miss Smith's fifth play has just been put on at the New Theatre, and, if one is to judge by what the critics are saying, it bids fair to have another nice, long, profitable run. It is called "Bonnet Over the Windmill," in allusion to an old proverb about ladies who throw them there. And it is concerned with a young actress who gets the rather odd but not uncommon idea, that the way to impart greater emotional depth to her art is to—well, to go off the deep end with somebody. Or chuck her bonnet over the windmill, to keep to Miss Smith's metaphor.

Psychologically, of course, this is probably not very sound. It is true enough that some very great ladies of the stage have been distinctly reckless with their bonnets. They have hung even more intimate garments on the sails of windmills. But then so have a great many other ladies of the stage, who have never succeeded thereby in becoming anything but social nuisances.

None the less, it is a handy sort of idea for a play, and Miss Smith seems to have made the most of it. As usual in her work, the comedy is very good indeed, and the serious stuff (for she will insist on a certain amount of it)—well, not so good. But it is a mixture which the public has always liked, and always will like, even when sometimes it is not too skilfully blended.

Miss Smith knows her job thoroughly. That is why her plays have between them had something like £300 performances in the West End alone. That is how she is said to have earned some £60,000 in royalties. Even after the watch-dogs of the Treasury had bit large pieces out of it, there was still enough left to buy a very charming place in Essex and a lot more of the pleasant things of life.

Not bad all that for a little provincial actress, who could never hold a job until she got one in a shop. She didn't hold that job either, but for once she had the pleasure of firing herself.



## Study

by Violet Keene

For appointment, telephone Adelaide 4830 or Adelaide 5011, or visit the Portrait Studio, Second Floor.

Portraits 6x8 inches, six for \$25.00

EATON'S · COLLEGE STREET

## Meisterschaft Matriculation College

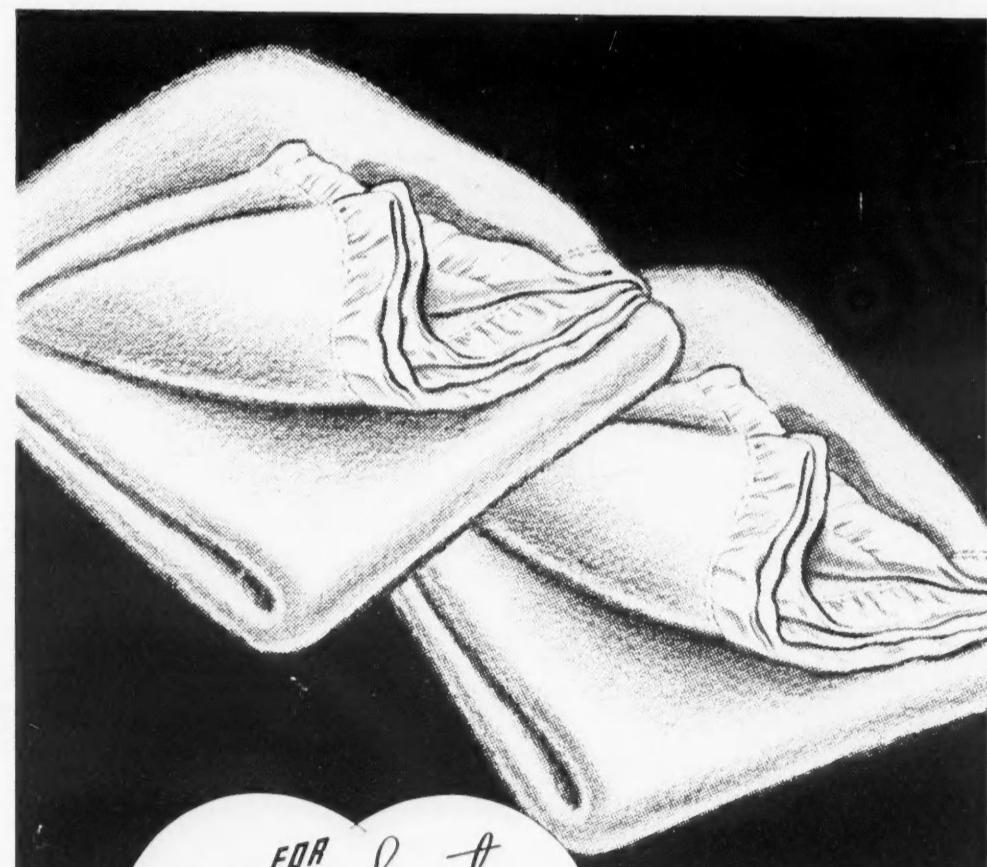
Established 1889

The only school of its kind throughout Canada. The shortest and most complete method for the brilliant student and the surest for the backward one. All individual instruction. Courses leading up to entrance into Royal Military College and all Universities in Canada. For particulars apply Secretary.

Principal  
R. G. McCONOCHIE, M.A., D.Pd., D.Sc.

1 ST. CLAIR AVE. WEST,  
TORONTO

## KENWOOD Quality

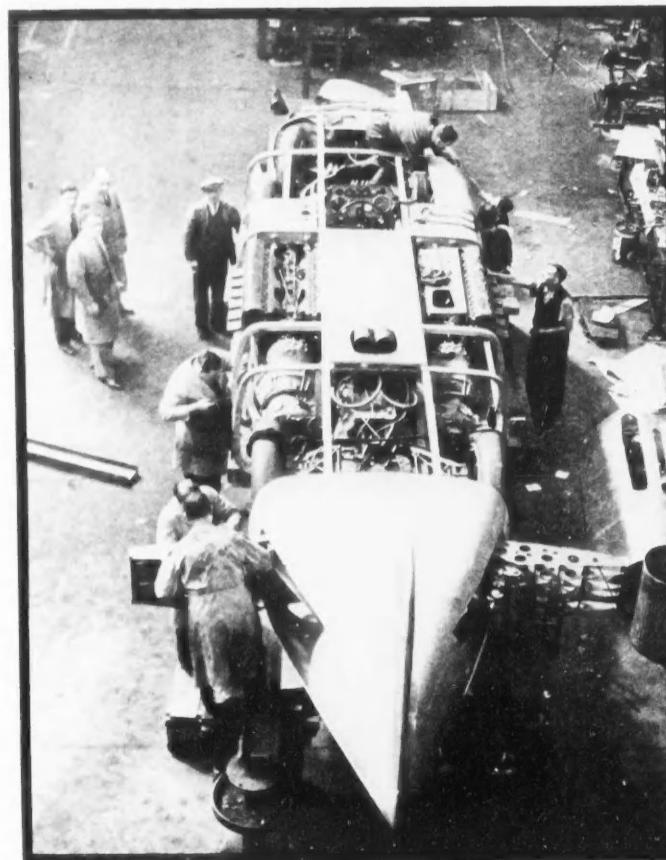


FOR  
Every Smart Bedroom



your choice of  
KENWOOD Blankets—either  
Ramcrest or "Famous"—both  
offering the utmost in beauty, smartness,  
character and quality. Both bring you the  
warmth and fleecy lightness of lively, selected wools.  
Both come in an intriguing array of color-fast shades  
to fit in with and inspire bedroom color schemes.  
Either represents the greatest blanket value in  
Canada.

KENWOOD MILLS LIMITED • ARNPRIOR, CANADA



**NEWEST SPEED MONSTER.** The mystery car of Captain G. E. T. Eyston, who will attempt to establish a new speed record on the Utah salt flats, under construction in England. It has four wheels at the front, like the bogie of an express locomotive, all connected to the steering wheel. The rear wheels are "twin" as on heavy trucks.

# SATURDAY NIGHT

BUSINESS

» FINANCE

» GOLD & DROSS

» INSURANCE

» THE MARKET

*Safety for  
the Investor*

TORONTO, CANADA, OCTOBER 9, 1937

P. M. Richards,  
Financial Editor

## ECONOMIC NATIONALISM TODAY

For Revival of World Trade, Every Nation Must Consider  
What It Can Contribute as Well as What It Can Get

BY SIR ARTHUR SALTER

WHAT is economic nationalism? It means strictly, I suppose, the policy of using the powers of government to confine the economic life of each country within its own national frontiers and shut off trade across frontiers. All countries are doing this in varying degrees, and the term economic nationalism is usually employed to describe policies which pursue this purpose to extremes, or measures which are especially injurious to other countries and are, therefore, provocative and dangerous. In this sense, for example, a country which at the same time excluded the goods of other countries and tried to increase its own exports by various forms of state action would be regarded as guilty of a more dangerous kind of economic nationalism than one which reduced its sales and purchases simultaneously.

Economic nationalism became a very serious problem as a result of the great financial crisis of 1931. When the financial machinery of the world broke down in that year there was, of course, the greatest distress in every country. Governmental action was everywhere thought to be essential to re-start economic activity. But governments are national. The new organ of international government, the League of Nations, had not acquired the power and authority to take action on a world-wide scale.

Every government, therefore, attempted to expand its home market, and, as one way of doing this, shut out foreign imports by tariffs and quotas and so on. This applied equally to countries which were already protectionist and also to those which, like Great Britain and Holland, followed an almost complete free trade policy. Under the conditions of the time the general movement was inevitable, as it was also universal. One result is that we are now all in the same boat; we are all now in practice protectionists. If we are to modify the system which has grown up we shall doubtless all have to contribute by making changes in our policy.

Why do so many countries now want to make a change? Every import is, of course, somebody's export. And now that we are all shutting out other people's goods, we are all necessarily failing to sell the goods abroad that we should otherwise be able to. It is natural, therefore, that after years in which the impediments to international trade have been so greatly increased, one country after another should

(Continued on Page 27)

THE tripartite agreement between France, the United States and Great Britain, in September, 1936, was primarily for the purpose of helping France to make a necessary change in the value of her currency without causing a new series of currency fluctuations and protective tariffs, which would again impede trade. It stated as one of its principal purposes the restoration of order in international economic relations. The co-operation maintained between the three countries has been one of the most useful and promising instances of international co-operation in recent years.

In February, 1937, an important step was taken by the so-called "Oslo" countries—Norway, Sweden, Denmark, Finland, Belgium and Holland. Meeting at the Hague they bound themselves not to raise tariffs against each other, prepared the way for reductions and invited other countries to join them—an interesting attempt to form a wide and expanding "low tariff" group.

(Continued on Page 27)

## MARKETS SURVIVE SEVERE TEST

### Losses Cancel Only Part of Recovery Gains—Ample Cheap Credit Is Available for Long-Term Expansion

BY ALBERT C. WAKEMAN

DECLINES of thirteen per cent and thirty per cent, respectively, in commodities and stocks are 1937's contribution to date to the records of recovery. The shock to the markets has been the most severe since the dark days of depression. Firmness is evident as this is being written, but even if the reaction is over, it practically establishes 1937 as a negative year in respect to commodity and stock market prices. That can be beneficial in the long run, especially if it makes for a more cautious and prolonged rise.

First let us examine the extent of the changes. The following figures are from the daily index of commodity prices compiled by the Associated Press: 1933, high 69.23, low 41.44; 1934, high 74.94, low 61.53; 1935, high 78.68, low 71.84; 1936, high 89.22, low 71.31; 1937, to Sept. 30, high 98.14, low 85.58. This index is a percentage of 1926 and it is made up from raw materials which of course are the most sensitive to price changes. It will be observed that consistent headway was made each year, successive new highs being reached, and the lows showing equally definite advances excepting in 1936. In spite of the losses of recent weeks, the lowest point for 1937, which was at the September close, was still far above any of the other years, and was very little under the high of last year. Canadian prices necessarily follow close on the trend of this American index. Of course finished goods keep within narrower limits. The official Canadian index for all commodities has shown only a slight recession in recent weeks, but it is about ten per cent ahead of a year ago, reflecting the advance in raw materials and other costs.

In the stock markets, the Associated Press daily average for the New York market touched its low for this year at 53.7 late in September. That compares with a 1937 high of 75.3, and with a 1936 range between 72.8 and 55.7. It is evident right away that stocks have been much more severely hit than have commodities. But if we refer back to 1932, when the low of 16.9 was touched, we see that a very important portion of the stock market recovery has been retained.

Although the peak for stocks was reached back in March, and for commodities in early April, the subsequent months brought only minor fluctuations until the September breaks. These were unexpected, and moreover they were unusual in the light of the business and political background. The most interesting points are found not in the extent of the actual losses

### BUSINESS AND MARKET FORECAST

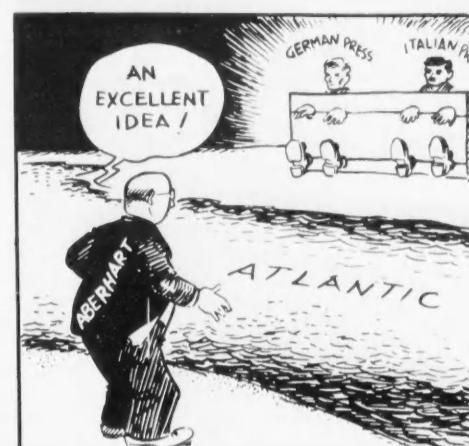
BY HARUSPEX

THE PRIMARY OR LONG TERM TREND of stock prices and business has been upward since the summer of 1932. There have been no recent developments indicating a reversal of this movement.

THE INTERMEDIATE OR SHORT TERM TREND of stock prices turned downward on March 10, said decline representing a price correction of the advance since October 1933 in the Industrial list, March 1935 in the Rail list. Normal support points for such correction and subsequent resumption of the main upward movement would be 152-140 on the Dow-Jones Industrial average. The market, for the first time since the six-month decline has been under way, entered the above mentioned support zone within the last two weeks.

THE PRICE MOVEMENT—During the past two weeks the Dow-Jones Railroad and Industrial averages registered low closes at 38.93 and 147.38 respectively. This placed them, for the first time since the intermediate decline of the past six months has been under way, within the limits marked out under Dow's theory as a normal correction area to the price advance of the preceding two or more years. These secondary limits, as concerns the Industrial average, are 152-139, and have been discussed in detail in previous Forecasts.

Prices should naturally encounter strong support in the area mentioned above, and this has been evidenced, not only by the large daily volumes at the low points of last week-end, but by the extent of the rally that has followed. This rally has been the largest, both in duration and extent, that has been witnessed since the break starting on August 14 has been under way. (Continued on Page 26)



COMING EVENTS CAST THEIR SHADOWS...

### The Unknown Bank

What the Bank of Canada Does  
and Why It Does It

BY RIELLE THOMSON

CANADA has an unknown bank, a bank in which every Canadian has a stock interest, and also indirectly a deposit; a bank that influences the level of domestic prices and thus affects the volume of our foreign trade; a bank which can increase or decrease the amount of cash held by all our chartered banks; and a bank which largely determines the amount of money in the land.

Week by week, harassed financial editors print the balance sheet of this powerful institution, and from time to time its management is mentioned in the news columns. But not a daily newspaper in the land comments intelligently on its operations, a basic factor in all our commerce, industry and finance. The Bank of Canada is the bank that nobody knows.

Although it fulfills several other useful functions, the Bank really came into being to regulate the total amount of money in the land; and by money we mean both our currency in circulation and the total amount on deposit in the chartered banks.

The total amount which the chartered banks can lend, or invest, is determined by the amount of cash which they have in their tills. As the Bank of Canada controls the amount of money in the country, so, too, its policies have a direct bearing on the amount of chartered bank credit available. The chartered banks themselves, however, determine the amount of credit they will unleash from that which the central bank makes available.

THE most startling manifestation of public ignorance of our money system comes, of course, from Father Aberhart. In the mistaken belief that the chartered banks "create" the credit of the country, he and his faithful disciples passed credit legislation affecting the chartered banks which are merely the retailers of credit. The Bank of Canada, while not exactly the manufacturer can, however, lay the foundation for an increase in credit. But Aberhart is not the only one to whom the Bank of Canada is unknown. There are still plenty of financial writers, barristers, trust company officers, insurance officials, financiers, yes and even bankers who do not yet

(Continued on Page 23)

A MORE than ordinarily interesting suggestion is made by The Sphere, of Washington, for the improvement of world conditions. It is for the setting up of a world organization, which The Sphere calls a World Economic Institution, by which the nations, all the nations, if possible, would make a collective economic effort to attain collective security. It would be "an international co-operative association for the promotion of standards of living, the advancement of the backward nations, the provision of capital to areas in desperate need of it and able economically to utilize it." Besides making capital loans, it would advance raw materials on satisfactory demonstration of need. Advances would be made from the assembled resources of all the nations, wherefore they would be collectively concerned about deficit performance.

THE way things are going now, says The Sphere, another world war is inevitable—as inevitable as it is unnecessary. Something must be done without undue delay. Obviously the solution is an economic one—there is almost universal agreement on that, so why not, then, utilize the available economic facilities? The Sphere says it is greatly opposed to grand plans for saving either the U.S. or the world. It is particularly dubious about a planned economy, since "man is a thousand years removed from the intellectual capacity essential to the success of such an economy." It regards as sheer stupidity, on the other hand, neglect to set up machinery for the "permissible distribution of wellbeing."

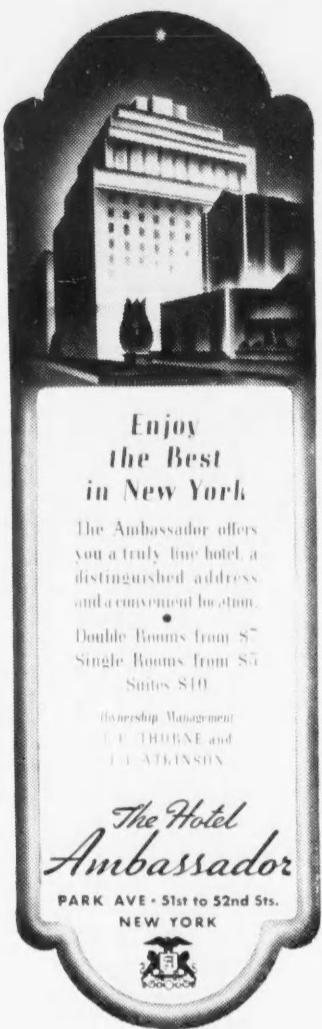
NOW the individual nations would make their contributions of capital or deposits, for loaning purposes is not indicated, nor the basis for advances of raw materials. But this should not be insuperable, particularly if nations such as the United States, Britain and France gave a practical lead. The Sphere makes what seems to be a good suggestion here. It points out that a movement has been under way for some time looking toward liquidation, without interest, of the war debts owed to the United States, more especially that of Britain. It suggests that the United States, as a first encouragement to the proposed World Economic Institution, could agree permanently to deposit there any receipts from the war debts. Payments, say, from Britain and France would not then have to be transferred to the United States. They would instead be utilized for the peaceful advancement of the economies of backward nations greatly in need of capital. Only the interest, as earned, would actually enter the United States.

OF COURSE the successful operation of the plan would not be nearly as simple as this outline might suggest. The raising of the necessary capital would probably, one imagines, be much easier than the task of allocating money and raw materials to nations who might use them, or be suspected of wishing to use them, for the purpose of making war. National jealousies and fears would be hard to get around in the early stages. But it should be possible to get around them, particularly if the scheme is sponsored by sound-minded nations like Britain and the United States. And surely a more appropriate time could not be chosen for the proposal of such an organization, as the whole

world is alive to the steady dangers of the present situation. Public opinion in the United States, for the same reason, would be likely to approve utilization of war debt receipts for this purpose, despite the country's isolationist sentiment. Politically the scheme might be just what Roosevelt needs to restore his damaged prestige.

THOUGH Mr. Roosevelt would probably be elected today, because of the lack of an opposition program of popular appeal, he has unquestionably lost ground in the public's confidence. We imagine that the stock market decline has contributed not a little to that fact. The Securities Exchange Commission was going to make the stock market safe—or at least safer—for the small investor. Has it done so? The virtual abolition of a "short" interest has made the market much more vulnerable in periods of weakness, as has also the great diminution in the number of small traders resulting from the strict margin regulations. Under present conditions, what would formerly have been no more than a minor decline becomes a sharp break.

IF the resulting losses were suffered only by speculators who, Mr. Roosevelt might say, shouldn't be in the market anyway, the administration might have an argument, but obviously they're not. Trade and industry and primary producers throughout the country suffer, because of the loss of confidence in the future of business engendered by the stock market break. Really, of course, the stock market is not, under existing conditions, the barometer of business it once was, but that fact isn't widely recognized yet. In any case, a sharp decline in security values necessarily involves a considerable reduction of public purchasing power. This is but one instance of government control that produces results quite different from those anticipated by its proponents.



**if**  
ORDINARY BLADES  
GET UNDER your SKIN

Use the WILKINSON RAZOR with the hollow ground blade that lasts for months and gives closer, smoother shaves—yet is kind to the most sensitive skin.

**Change  
TO A  
WILKINSON  
RAZOR  
\$3.00**



**GLOBE  
ENVELOPES**  
Makers of Well-Gummed Envelopes  
245 CARLAW AVE., TORONTO

## SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY

BERNARD K. SANDWELL, Editor  
N. McHARDY, Advertising Manager

Subscriptions to persons in Canada and Newfoundland \$5.00 per annum  
Great Britain, British Dominions, Colonies and Protectorates, United States and United States Possessions, \$5.00 per annum  
All other countries \$6.00 per annum  
Subscription, \$10.00 per annum

### NOTICE TO ADVERTISERS

Advertising contracts are solicited and accepted by this business, that is to say, by any representation of "Saturday Night," subject to editorial approval as printed in our contract form. The Editors reserve the right to reject any contract accepted by the advertising office, and to cancel any advertising staff—*cancel same at any time after acceptance*, and to refuse publication of any advertising thereafter at any time such advertising is considered by them as unreliable or undesirable.

Printed and Published in Canada  
**CONSOLIDATED PRESS LIMITED**  
CORNER OF RICHMOND AND SHEPPARD  
STREETS, TORONTO 2, CANADA

Montreal 305 Burks Bldg., Portage Ave.  
New York Room 512, 101 Park Ave.  
E. R. Milling Business Manager  
C. T. Croucher Assistant Business Manager  
J. F. Fox Circulation Manager

Vol. 52, No. 49 Whole No. 2325

# GOLD & DROSS

It is recommended that answers to inquiries in this department be read in conjunction with the Business and Market Forecast appearing on the first page of this section.

### ABITIBI REORGANIZATION

Editor, Gold & Dross:

Some time ago I asked SATURDAY NIGHT's opinion as to the so-called Ripley plan for reorganizing the Abitibi Paper Company. On the basis of your comment, I planned to send in my proxy when the time came. But I now observe that another committee headed by Sir Henry Drayton has been asking for proxies. In view of this, are you still of the opinion that the Ripley plan is the one I should support? I have only \$1,500 of these bonds but it is important to me that I begin to get interest on them again.

H. S. T., Hamilton, Ont.

The Drayton committee is late in organizing, which possibly accounts for the lack of any alternative plan to that of the Bondholders' Representative Committee of which J. P. Ripley is chairman. The new committee criticizes certain features of the old committee's plan and condemns it on the ground that it is not good enough. But if a better plan from the bondholders' point of view is possible, it has not appeared, and for bondholders to vote against the plan of the committee elected by themselves is to delay Abitibi reorganization and, consequently, further to delay payment of interest.

For bondholders to accede to the plea for reorganization under the companies' act, rather than the judicature act, would create confusion and give to stockholders a dominating voice in the reorganization, which they do not possess under the judicature act. It requires only 26 per cent of the common stock, for instance, to block reorganization under the companies' act. Thus if the common shareholders, whose claim on assets is insignificant in relation to the \$63,000,000 owing the bondholders, can prevent anybody else's plan from going through, they may be in position to dictate the terms of the reorganization.

One objection frequently voiced to the Ripley plan is that, with newsprint demand and prices rising, the company will not need the \$14,000,000 of additional capital which it is proposed to issue as a first mortgage. Personally I would rather have an investment in a company with a bit more working capital than it needed than one with less. The expectation is that the new mortgage will bear 4½ per cent interest. If the company found that it did not require all this 4½ per cent money, it could easily buy in portion of the general mortgage on which 5 per cent has been accruing since July 1. Also, it is at least a possibility that the upward trend in business activity will not continue, despite everyone's hope, in which event the newsprint industry, along with other industries, would not earn as much in the next few years as some predict it will earn. All classes of security holders should be agreed that they wish their company reorganized on a basis which will preclude the possibility of a second receivership.

The criticism that the bondholders are, under the Ripley plan, surrendering their first mortgage position does not impress me. The new capital can be procured most economically in this way, and there would be slight advantage if the new bonds ranked equally with the general mortgage bonds. It is far from practicable, I think, to procure the necessary new capital in securities ranking after the general mortgage bonds or debentures to be issued in place of the bonds you now hold.

Important holders of existing bonds, including all the large insurance companies, have indorsed the Ripley plan, no doubt after careful study of it and the proposed alternatives. In view of the fact that their interest and yours are much the same in this matter I would be inclined, if I were in your position, to give my proxy to the Ripley committee.

### WAR AND STOCKS

Editor, Gold & Dross:

Would you kindly give me your opinion regarding the effect of war on gold stocks. What happened to South African gold mining stocks during the last war?

S. D., London, Ont.

Declarations of war involving a number of the leading nations would almost certainly be accompanied by a crash in all securities, not only gold stocks. That the stock market is extremely sensitive to the threats of war was evidenced by the break in prices last month. When the world war broke out in 1914 all stock markets were closed for several months and "pegged" prices were general when they reopened. The gold industry would be hard hit in the event of a general war, as rising commodity prices would quickly cause the cost of mining to soar. However, the industry is today in a better position to withstand such a shock, as at the time of the last war the gold camps were mostly in the formative stage, with few dividend payers, whereas today there are at least fifty. The newer gold enterprises and the low-grade operations would suffer more than the higher grade-established producers, that is, unless the price of gold was advanced. Even in this event reduced profits could be expected. If war should develop we might look for an advance in the price of the yellow metal when it was over as gold would be in great demand to meet war debts.

The last war caused a break in the South African gold stocks much the same as the crash on this continent. Some well informed sources do not anticipate, for the present at any rate, the spread of the conflicts now raging in Spain and China.

### SHAWKEY

Editor, Gold & Dross:

I am interested in the Shawkey Gold Mining Company. Could you give me a report on their activities and any other information that would be interesting?

B. H. K., Victoriaville, Que.

An extensive campaign of exploration and development has been underway for several months at the property of Shawkey Gold Mining Company in Dubuisson Township, Northwestern Quebec, and benefits from this enlarged program should shortly be apparent in production. The program proposed early in the year, when the company borrowed \$150,000, included the deepening of the shaft to 1,000 feet, diamond drilling and the stepping-up of mill capacity to 300 tons. The immediate future for the property would now appear quite promising as increased development should considerably improve

production possibilities, as results of the diamond drilling are reported to have been encouraging.

Production commenced in March, 1936, and for the first six months of the current year it was valued at close to \$160,000. April and May recoveries were down owing to work on the shaft and there was an eight-day shutdown in June. August production, however, which was valued at \$44,670, establishes a new high and, despite the fact that about a quarter of the mill feed was development rock. For the time being shaft sinking has been stopped at the 750-foot level and the mill is now treating 170 tons daily. As development work proceeds and stopes are prepared on the new ore sections, consideration will likely be given to substantially increasing mill capacity.

A drive to the northwest on the fourth level to explore the section where diamond drilling indicated a number of ore zones, is now in several hundred feet and should be close to its objective where interesting results are expected. Exploration and development on the new fifth and sixth levels is reported to be getting into sections where diamond drilling southwest of the shaft indicated vein sections from 10 to 20 feet with values running from \$10 to \$12.

All the authorized capitalization of 3,500,000 shares is issued. Average grade of ore milled in August was 88.88 per ton. It was estimated late last year that ore reserves were approximately 100,000 tons of an average grade of about \$10. The company's holdings comprise approximately 700 acres.

### LEITCH GOLD

Editor, Gold & Dross:

Comments on Leitch Gold, in your issues of last November and December, were very optimistic. Would you kindly inform me if the present conditions at the mine bear out those comments?

M. G., Fernie, B.C.

Leitch Gold Mines, which commenced production last January, is now milling approximately 65 tons daily. Production is running better than \$40,000 a month and this returns a profit of about \$10,000, after allowing for depreciation and depletion, but before making provision for taxes. July's production was valued at \$43,253 from 2,101 tons milled of an average grade of \$20.58. While milling operations experienced some delays in August the output was valued at approximately \$42,700 from 2,033 tons milled and the average grade was \$21.

With the east zone opening up in a satisfactory manner ore reserves are being increased and it is quite likely mill capacity will be raised before long. The new ore has only been opened on the 225-foot level so far but drill intersections at two of the lower levels indicates that it extends downward. A drive is underway on the 325-foot level to pick up the new ore where a drill intersection yielded \$28 over 17 inches. On the 525-foot level a drive is following the extension north of No. 1 vein into unexplored ground. It is believed the east zone could prove to be as important, if not more so, than the No. 1 vein. The structure is similar and they strike roughly in the same direction.

At the beginning of August ore reserves were about 37,000 tons of .55 ounce grade and these are about the same as when the mine went into production. The policy is to keep two years' ore supply ahead of the mill and the increase will not be put into effect until the ore position has reached the requirements for a higher milling rate. Mining costs would likely be considerably lowered with higher tonnage basis.

### REGENT KNITTING MILLS

Editor, Gold & Dross:

I have some of the common stock of Regent Knitting Mills which came to me through an estate. I confess that in recent years I haven't paid much attention to this, as a matter of fact I had been given to understand that I shouldn't expect much from it as the company had not been doing well for years. Recently, however, I saw that a dividend had been declared on this stock and I began to take interest. I wonder if you would be good enough to supply me with some of the background information which I am so sadly lacking and tell me if you think this stock is worth hanging onto or if I should sell it now. I see it is quoted around 90%.

J. S. P., Quebec, Que.

I think your Regent Knitting common is worth holding. The recently declared common dividend of 25 cents is an interim one and does not necessarily presage regular distribution on this stock (preferred dividends were only inaugurated this year), but it is most certainly of definite encouragement to shareholders. For the past two years the company has been staging a remarkable recovery—your previous information as to the unsatisfactory state of affairs was quite correct as sizable deficits had been reported since 1928 and at the present time the picture is the brightest of many years. This is due to a number of factors, including financial housecleaning, energetic sales effort and a more widespread acceptance of the company's products. A manufacturer, among other allied products, of yarn, Regent Knitting is benefitting from the current vogue among women of hand knitting. I am informed that this practice, or avocation, is today at a new height of popularity and the practical benefits to producers should continue.

Early this year Regent Knitting refunded its previously outstanding 6½ per cent bonds, replacing them with 3 per cent and 4 per cent issues, with consequent important saving. Rearrangement of the capital structure through writing down of various accounts also brought the picture more in line with actuality and given continuation of good consumer purchasing power, profits should be established at satisfactory levels. Official statements are to the effect that 1937 business has been definitely on the upgrade, with the first six months showing an increase of 12.2 per cent over the corresponding period of 1936. Last year net income showed an appreciable gain and per share on the common amounted to 58 cents against a deficit of 26 cents in 1935. In the previous years, back to 1928 in which 64 cents was earned, the annual per share deficits had ranged up as high as \$2.42 in 1931.

The last balance sheet showed total current assets

## Securities Should be Supervised

In a period of frequent fluctuations it is necessary for the investor to have supervision of his list of holdings. Suggestions for investment are available through any of our branches.

### A. E. AMES & CO.

LIMITED

Business Established 1889

TORONTO

Montreal Winnipeg Vancouver Victoria New York London, Eng.

## CANADIAN SECURITIES

Dominion and Provincial Government Bonds  
Municipal Bonds  
Public Utility and  
Industrial Financing

## DOMINION SECURITIES CORPORATION LIMITED

WINNIPEG VANCOUVER MONTREAL ESTABLISHED 1921 15 KING STREET WEST TORONTO NEW YORK LONDON, ENGLAND

## Investment Information

Changing financial and business trends affect security values. It therefore is desirable to have investment holdings quoted and reviewed from time to time. Periodical reports from informed sources may enable you to avoid loss, or to increase income through judicious exchanges.

Our nearest office will gladly furnish, upon request, quotations and latest available information on any securities—government, municipal, public utility or industrial.

## Royal Securities Corporation

Limited

244 St. James Street

Montreal

550 Bay Street

Toronto 2

Halifax, Saint John, Quebec, Ottawa, Winnipeg, Calgary, Vancouver, Charlottetown, Hamilton, St. John's, Nfld., New York, London, Eng.

## "QUARTERLY QUOTATIONS"

... is the title of a leaflet which we publish every three months. The October issue is now ready for distribution. In it are listed approximately 400 bond issues of interest to Canadian investors.

Copy forwarded upon request.

## W. C. Pitfield & Company

Limited

235 St. James Street

MONTREAL

80 King St. West

TORONTO

The facilities of our statistical department are at the disposal of investors. Enquiries invited.

## C. A. GENTLES & CO.

Members

The Toronto Stock Exchange  
Montreal Curb Market  
Canadian Commodity Exchange (Inc.)

276 St. James St. W.  
MONTREAL  
Plateau 4881

**G. S. HOLMESTED**  
Licensed Trustee in Bankruptcy  
Liquidator, Receiver, Etc.  
MCKINNON BLDG., TORONTO



Canada Permanent Debentures  
are a favorite security of many  
thousands of experienced investors.  
Issued for \$100, and  
upwards, bearing the following  
attractive rates:  
for 1 or 2 years - 3%  
for 3 or 4 years - 3½%  
for 5 years - - 3½%  
A legal investment for trust funds.

**CANADA  
PERMANENT  
Mortgage Corporation**

HEAD OFFICE: 320 BAY ST., TORONTO

ASSETS EXCEED \$68,000,000

### Dividend Notices

### PENMANS LIMITED

#### DIVIDEND NOTICE

NOTICE is hereby given that the following Dividends have been declared for the quarter ending the 31st day of October, 1937:

On the Preferred Stock, one and one-half per cent (1½%), payable on the 1st day of November to Shareholders of record of the 21st day of October, 1937.

On the Common Stock, seventy-five cents (75¢) per share, payable on the 1st day of November to Shareholders of record of the 5th day of November, 1937.

By Order of the Board,  
C. R. ROBINSON,  
Montreal, Secretary-Treasurer,  
September 24, 1937.

### MINES

BY J. A. MCRAE

THE Chamber of Mines, branch of the Montreal Board of Trade, has joined in the general chorus of criticism levelled at Bill 5, under which Quebec provincial legislation the organization declares that prospecting "has almost completely stopped."

Government officials at Quebec have recognized the general opposition to Bill 5 and have declared they contemplate a change in the measure at the next session of the Quebec Legislature. In the meantime, however, prospectors appear to be finding it difficult to interest capital in their properties until such time as the proposed changes are made known.

Anglo-Huronian, Ltd., realized profits of \$1,205,251 during the fiscal year ended July 31, amounting to 80 cents per share on the outstanding stock of the company. The net current assets of the company at July 31 were \$8,297,000, equal to \$5.53 per share.

The Lake of the Woods and Kenora mining areas of Ontario are attracting widespread attention because of a number of favorable developments on newly operated gold mines in the district.

Wendigo Gold Mines has been producing an average of \$11 per ton during recent months. The mill has been stepped up from 50 to 70 tons daily, and profits after all costs and allowances are approximately \$6 per ton.

Hard Rock is making rapid headway in mill construction, with a designed capacity of 200 tons daily. This property promises to be among the first new gold producers to be established in 1938, as the plant is due for completion early in January.

Dome Mines Company will pay a regular quarterly dividend of \$1 per share on October 20 and the company expects to continue this quarterly rate provided current conditions continue. The October disbursement rounds out a total of \$4.50 per share or an aggregate of \$1,380,000 paid during 1937 to the stockholders of this company.

Kenricia Gold Mines, in the Kenora district, is nearing the stage in its development where plans for mill construction may be reasonably considered. At the 350 ft. level the drift has so far shown a length of 450 ft. which contains approximately \$18 per ton across a width of two feet. Surface work and diamond drilling indicated a length of 750 ft. and there is every reason to believe this length will be confirmed accordingly as further drifting is done.

Nickel production in Canada for the seven months ended July 31 was 127,200,000 lbs., compared with 95,500,000 in the first seven months of 1936.

Chromium Mining & Smelting Company has met with disappointment in the development of its properties at Collins, Ontario. Commercial tonnage is much smaller than anticipated. However, it is believed the company

# GOLD & DROSS

of \$1,095,793 consisting largely of inventory and receivables, with cash at \$22,944, against total current liabilities of \$356,903. Some further strengthening of the liquid position would seem to be desirable and this factor may militate against the inauguration of regular distribution on the junior issue. No doubt, however, directors felt that holders of this class of security should be given some share in the current better times after their long and somewhat disappointing wait. The company's plants have been maintained in a high state of efficiency, the number of employees has been steadily increasing and I understand that the introduction of new lines has tended to smooth out the heretofore somewhat seasonal nature of operations. I think that it is still too early to classify the common stock as an attractive security but I do think that the recent progress has materially changed the general outlook. The next two years' operations should fairly well establish the calibre.

### POTPOURRI

*W. C. L. M., Montreal, Que.* After showing improvement in the early part of the year, operations of INTER-CITY WESTERN BAKERIES have been adversely affected in recent months by severe competition and higher prices of wheat. The situation has been worst in Regina where price-cutting has accentuated the narrowing of the profit margin caused by increased ingredient costs at a time when the crop failure has restricted purchasing power in the company's territory. Operating economies, it is understood, have been pretty well exhausted as a source of savings. As a result it is doubted in some quarters that earnings for the full year will be equal to those of last year when, after all charges including \$50,000 for depreciation, there was a balance of \$32,862 available for bond interest of \$94,199. Last spring, when the half-year's interest of 3½ per cent due November 1, 1933, was paid, it was expected that generally improving conditions would pave the way for a comparatively early reorganization. This idea appears to be lying dormant for the time being, awaiting a more settled basis for readjustment of the capital structure. By November 1, interest arrears will amount to four years or 26 per cent.

*L. C. D., Fredericton, N.B.* HEDLEY MASCOT GOLD MINES LTD. is currently milling between 150 and 175 tons daily and for the first six months of 1937 had a gross production of \$433,871. Net income before depreciation and depletion was \$218,373. It is expected an average net profit of between \$38,000 and \$40,000 can be maintained. Ore reserves are estimated in excess of 300,000 tons of high grade, in addition to considerable low grade ore. Diamond drilling is now proceeding on an orebody below the main haulage tunnel but it will be some months before the approximate size and value of this orebody can be determined. If this new orebody warrants the mill will likely be enlarged next spring. The company's treasury is in good condition and the initial quarterly dividend of three cents per share, plus one cent bonus, has been declared and is payable on January 1 to shareholders of record December 1.

*R. W. Bearington, Ont.* The NATIONAL PORTLAND CEMENT COMPANY'S plant, at Durham, Ont., closed down about the end of 1919 or the beginning of 1920. The assets were taken over by the Standard Bank of Canada on a claim of about \$400,000. The bank was stated to be practically the only creditor. The company's stock has no value.

*W. E., Moose Jaw, Sask.* HUDSON BAY MINING AND SMELTING COMPANY at Flin Flon, Manitoba, is a large producer of copper-zinc-gold and silver. Today it ranks high among the important base metal producers and the question of price appreciation is entirely dependent on the world markets for these metals. Recent lower metal prices undoubtedly have been influenced by the break in the stock market and some opinions that fall business will not be up to expectations. A pause in business, it is believed, at best, will only tend for a more stable position which will make for heavier buying of base metals as well as other commodities later on. In 1936 Hudson Bay production sales established a new high at \$11,349,879 and the current market for the shares is not reflecting the fact that production this year is above the average of last year.

*A. L., Dauphin, Man.* I think if I were you I would be inclined to hold my CANADIAN VICKERS common stock for a while at least, for while the last annual report was disappointing, the company seems to have a good prospect of doing better this year. With a favorable start due to substantial carry-over of unfilled orders, plus a recent contract from the Canadian Government for the construction of five flying boats for the Royal Canadian Air Force, totalling around \$780,000, and much improved operating

experience in the current year, it is felt that profits will expand and a larger sum will accrue in favor of the outstanding securities. I can make no predictions as to whether the stock will again climb to the price levels at which you bought, but I do think it will show a definite appreciation when the market shakes off its present fears and returns to something approaching normalcy. In the year recently ended, Canadian Vickers, after providing for \$190,255 depreciation and \$156,290 bond interest, showed a deficit of \$198,358, and because of moderate contraction in net working capital of \$5,321,222, it was found impossible to resume sinking fund payments, which obligation has been in default since August 1, 1932. From time to time suggestions have been made of possible capital reorganization which would serve to cancel sinking fund arrears, reduce interest charges from 6 per cent on the \$2,596,500 outstanding, and eliminate the preferred dividend arrears which, as at May 1, 1937, amounted to \$5,250 per share.

*P. L. P., Vancouver, B.C.* HOLLINGER CONSOLIDATED GOLD MINES provided funds for development, including construction of mill and assumed management of YOUNG-DAVIDSON MINES, and in return is to be reimbursed for its expenditures out of first production and is then to receive 80 per cent of net profits. I understand the advances made by Hollinger have been reduced to around \$200,000 and this should all be paid up early next year, so the time is not far distant when the Young-Davidson company will participate to the extent of one-fifth of the profits. The mill and plant will be owned outright. For the first eight months of the year production totalled \$735,399 and profit for the period was \$244,885. A profit was shown in July of \$38,270, while in August it was \$48,871, a new high peak.

*M. D., Vancouver, B.C.* I think if I were you I would do nothing about my 3RD AVENUE RAILWAY 5 per cent cumulative income bonds, due January 1, 1960, for the present. Eventually, I think you would be wise to liquidate your holdings in favor of something more substantial, but as I have said, I think you should keep your holdings intact for the present. For, in my opinion, these bonds, following an announcement by President Huff that owing to increased wages and taxation there would be no surplus available for interest in 1937, have probably touched their current low. Over a period of several months, and after the flurry of selling caused by President Huff's announcement has abated, I think these bonds will come back to a position where you will realize a better price for them.

*L. P. S., Fredericton, N.B.* CROW RIVER DEVELOPMENT CORPORATION and active surface exploration is being undertaken before the freeze-up with a view to spotting the most favorable area in which to commence diamond drilling. The company's ground lies on the Pickle Crow property to the north. It is impossible to determine the future action of the mining market, and you might be well advised to withhold your speculation until the outcome is clearer and more hopeful.

*C. J. R., Hamilton, Ont.* MASSEY-HARRIS COMPANY last year covered its bond interest, after depreciation, for the first time since 1929. It is expected this year to show a profit. The company has not had good results in western Canada, and exports to Argentina may decrease, but there have been good crops in eastern Canada and so far its export business and its volume in the United States have been good. Last year certain adjustments were made in sinking fund to remove the default, but the company must pay off \$2,000,000 of bonds before any dividends can be paid. This is a protection for bondholders. If high prices for agricultural products are maintained, and if bountiful crops are once more obtained in western Canada, the company could cover its bond interest by a much wider margin. The fiscal year of the company ends November 30 and for the year ended November 30, 1936, a net deficit of \$58,414, after depreciation and fixed charges, was reported. Much better results will be shown for the current 12-month period.

*S. G. H., Redwood, PEI.* CLARK GOLD MINES is reported as planning to purchase a small mill for its property located about nine miles southwest of Dymont, in the Kenora mining division. Shaft sinking has been resumed with an immediate objective of 375 feet, where a level will be established and crosscutting started toward the veins which were encountered in diamond drilling. About 4,500 feet of drilling has been completed on the property this year and most of the work was east of the shaft, but it is stated the best results were obtained in holes drilled to the west. One hole 150 feet west of the shaft is reported to have an intersection of 12 inches assaying 1.73 ounces, 36 inches assaying 26.93 ounces and 36 inches assaying 1.93 ounces. Another hole drilled from the same set-up to cut the vein at shallower depths gave assays of 40, 10, and 26 ounces. Average grade of ore exposed in the east drift is reported as roughly \$45 per ton. No lateral work has yet been done to the west. It is estimated by the mine manager that a "possible" tonnage of 3,000 tons of "high grade" ore is indicated above the east drift on the 125-foot level. Diamond drilling is being carried out on the company's property in the Goudrean area, east of O'Brien's Cline property.

### THE UNKNOWN BANK

(Continued from Page 21)

I understand that our central bank increases or decreases at will our supply of money and credit.

The foregoing description of the operations of the central bank may sound as if the money presses were turned on and off in accordance with our needs. That is just what occurs. If the idea is frightening, it will prove less nauseating when it is recalled that every central bank in the world does just this thing, and always has done so when expanding business requires a further supply of credit.

Now any examination of the finances of our chartered banks reveals that they keep approximately 10 per cent of their deposits in cash. The experience of centuries of banking has proved that smaller cash reserves are inadequate. Bank cash notes or deposits with the Bank. So, if the Bank of Canada goes into the market and buys \$10 million worth of bonds, it could issue in exchange \$10 million in cash. Thus the Bank's assets would be increased by \$10 million in securities, and its liability would show the same increase in notes in circulation. Actually, of course, the Bank would not pay out cash and the transaction would result in an increase of \$10 million in the chartered bank's deposits with the central bank.

One of the basic aspects of the operation of any bank is the relation of its reserve to its liabilities. The foregoing figures reveal that the Bank's reserve of \$213 million is about 60 per cent of its liabilities. This figure, usually called the Reserve Ratio, appears from time to time in the higher and loftier discussion of monetary theorists. A decline in this ratio always results when the Bank increases its holdings of securities.

Now any examination of the finances of our chartered banks reveals that they keep approximately 10 per cent of their deposits in cash. The experience of centuries of banking has proved that smaller cash reserves are inadequate. Bank cash notes or deposits with the Bank. So, if the Bank of Canada goes into the market and buys \$10 million worth of bonds, it could issue in exchange \$10 million in cash. Thus the Bank's assets would be increased by \$10 million in securities, and its liability would show the same increase in notes in circulation. Actually, of course, the Bank would not pay out cash and the transaction would result in an increase of \$10 million in the chartered bank's deposits with the central bank.

Thus our money supply must vary with the amount of saleable goods we have on hand, or which are in process of manufacture. But the goods must be saleable, not the kind of goods on which Aberhart wants to create credit.

\$382 This continual ebb and flow in the

volume of our cash has its effect, and a magnified effect too, on the volume of credit available. When the Bank of Canada creates \$10 million in new cash by buying bonds, someone obtains and banks this money. Hence, the cash reserves of the banks are increased by this amount. So the banks lend most of the additional \$10 million, say \$9 million, who ever obtains this loan, in turn pays out the cash to someone who promptly deposits it in a bank. This bank finds its cash position thus strengthened and in turn lends more. This succession of loaning and depositing is all very complicated, but for those who care to figure it out on paper, it will be found that supplying our chartered banks with \$10 million dollars in cash thus ultimately permits about a \$100 million expansion in the bank credit available in the country, provided the banks stick to their age-old habit of maintaining about 10 per cent of their total deposits in cash—and this they usually do.

The theory of the thing is that the additional cash permits further loans or investments, and each loan or investment creates an additional bank deposit somewhere. So the effect of the additional cash ultimately spreads throughout the whole banking system. An important point to note in this reasoning is that while a loan may "create" a deposit themselves are not "created," as Aberhart believes, out of thin air. Only saleable goods or a certainty of a later ability to repay "creates" a loan.

Whatever the theory may be, the fact is that the chartered banks as a group always have approximately 10 times as much on deposit as they have cash. Hence there exists an approximate ratio of 10 to 1 between the banks' cash and the amount of bank credit available. Or put the other way round, chartered bank

(Continued on Page 28)

### Famous Players Canadian Corporation Limited

4½% First Mortgage Bonds

Due June 1st, 1951

Price: 96 and interest, yielding 4.89%

Famous Players Canadian Corporation Limited is the largest owner and operator of motion picture theatres in Canada.

The First Mortgage Bonds of this Corporation are well secured as to assets and earnings. During the current year, earnings are recording definite improvement over 1936, when bond interest requirements were earned 3.44 times after depreciation.

Descriptive circular with additional information will be forwarded upon request.

### Wood, Gundy & Company Limited

36 King Street West, Toronto

TELEPHONE: EL 1-1321



### McLeod, Young, Weir & Co. LIMITED

#### INVESTMENT SECURITIES

TORONTO  
Metropolitan Building

Ottawa  
Ottawa Electric Building

LONDON  
Richmond Building

MONTREAL  
231 St. James Street

HAMILTON  
Spectator Building

Correspondents in New York and London, England

### A. E. OSLER & CO.

Established 1886

MEMBERS TORONTO STOCK EXCHANGE

Several producing gold mines offer a present opportunity for attractive investment. Our selections will be communicated upon request.

Local and Long Distance Phone] ADElaide 2431 [ Ten Lines to Central

OSLER BLDG., 11 JORDAN ST., (Cor. Melinda) TORONTO



### BARCLAYS BANK (CANADA)

214 ST. JAMES STREET

60 KING STREET WEST

TORONTO

### UNLISTED QUOTATIONS

(Published by A. J. Patterson, Jr. & Co., Toronto, Ont.)

INDUSTRIAL STOCKS Bid Asked

Venice Gold & Co. 100 100

Algonquin



### "The MANAGER will SEE YOU"

Such was the greeting to those questing young people who, with all the confidence which a background of higher education had bestowed upon them, made their first step into the business of the world.

*They were prepared for the great day by the foresight of a wise parent . . . and an economical SUN LIFE EDUCATION PLAN.*

You can give your children this same opportunity.

**SUN LIFE CANADA**  
HEAD OFFICE MONTREAL

Write for particulars without obligation

### THE GENERAL ACCIDENT ASSURANCE COMPANY OF CANADA

and  
SCOTTISH CANADIAN ASSURANCE CORPORATION  
guaranteed by  
**GENERAL**

Accident Fire and Life Assurance Corporation Limited  
357 BAY ST. - TORONTO

A CAUSE FOR THANKSGIVING  
That you have not injured yourself or any one else.  
DRIVE CAREFULLY



### LUMBERMEN'S MUTUAL CASUALTY COMPANY

Automobile and General Casualty Insurance

Fire and Auto Lines written in Associated Companies

AGENCY ENQUIRIES INVITED

CONCOURSE BUILDING, TORONTO

ELGIN 3555

### Sickness and Accident Protection for Masons



For a monthly premium, offering adequate indemnity at very reasonable rates, issued by the only all-Canadian company insuring against accident, sickness and accidental death among the members of the Masonic Fraternity. Agents in all principal cities and towns of Canada.

Head Office: GRANBY, QUE.

### The Protective Association of Canada

### FIRE INSURANCE— "Expense" or "Investment"?

By adopting the Northwestern Mutual plan of fire insurance, business men convert an "expense" into an "investment" paying substantial annual dividends. Last year this mutual company distributed \$1,437,727 to policyholders in dividends.

**NORTHWESTERN MUTUAL FIRE ASSOCIATION**  
Non-assessable Policies Assets \$6,000,000.

### SUPERVISING THE SPRINKLER SYSTEM

• Sprinkler Supervision Service keeps tabs on the automatic sprinkler. If a fire occurs, if a gate valve is turned off, if the sprinkler system bursts from freezing or goes wrong in any other way, an alarm signal is instantaneously transmitted to our Central Station.

This service is accepted in lieu of a watchman by leading Fire Underwriting Boards.

Ask for our book, "Flashing the Alarm."

**DOMINION ELECTRIC PROTECTION COMPANY**

BURGLAR FIRE AND SPRINKLER ALARMS

Central Stations  
Toronto Montreal Quebec Ottawa Hamilton London Winnipeg



# Concerning Insurance

## THE PUBLIC SPEAKS

Expresses Views on Life Insurance in Answer to Magazine Questionnaire; Research Committee Reports

BY GEORGE GILBERT

WHAT the people generally are thinking and saying about life insurance is naturally regarded as a matter of some importance by those engaged in the advertising and public relations work of the companies. It is not surprising therefore to find that it was one of the main topics of discussion at the recent annual meeting of the Life Advertisers Association.

In the comprehensive report presented by the chairman of the Advertising Research Committee, reference was made to the national survey conducted by *Good Housekeeping Magazine* by means of 28,000 questionnaires mailed to readers and to their husbands, with separate forms to be completed by each. These readers were scattered throughout the country from coast to coast. In all, 4,296 replies were received, 2,049 of these being from men and 2,157 from women, a 15 per cent return.

As to the attitude of the public towards life insurance disclosed by the returns received, the report states that it can be said:

1. There is an increasing public interest in life insurance, particularly in its use as income.

2. This increasing public interest, perhaps stimulated by recent attacks, has created a thirst for knowledge of life insurance, how it operates, and its place in the economic and social structure of the nation.

3. Obviously, there is a lack of acceptance of the old idea that "all companies are good." And certainly there are some questions in the public's mind as to methods of operation followed by life insurance companies.

4. There is an increasing interest on the part of women in life insurance which is important, because of its influence on the purchase of life insurance by their husbands and possible change in selling techniques.

5. In spite of the fact that we are not inclined to accept the present Social Security set-up as final, we must recognize the interest of the public in Social Security not only for what it is but also because of its relation to life insurance.

6. There still obtains a natural fear of inflation and its effect on life insurance.

7. It is obvious that the group represented by this sampling are interested in knowing more about how to determine the amount of life insurance which they ought to own, depending upon their income, financial obligations, etc."

IN ORDER to be able to answer the question: "Are we in the life insurance business closely approximating the kind of a job that needs to be done if the public is to be informed on these questions?" the Advertising Research Committee made a study and analysis of 600 pieces of the following types of material submitted on request by 51 member companies: Copies of annual statements, newspaper and magazine advertisements, pamphlets, folders, pieces of field literature now current and available for distribution to the public, copies of house organs issued to policyholders, and copies of premium notice enclosures used currently, and any other special or general pieces of sales literature or printed material prepared since September 1, 1936.

This study was not much concerned with the mechanical or typographical excellence of the material, being more concerned with the content than with the appearance. What the analysis seems to show is thus stated in the report:

"Life insurance advertising in sales literature appears to have for its purpose the motivation of a sale rather than the education of the public. Further, most of it is not written in language which the public can understand. There are a few notable exceptions."

"A recognition of the lack of purely informative literature on life insurance written in simple fashion. The increasing interest of the public in the use of life insurance as income and in arranging life insurance on a program basis emphasize the need for material on the use of settlement options."

"It is evident that only a few companies recognize the increasing importance of women, first, as an influence on the purchase of life by their husbands, and second, as a new market."

"A large number of inquiries sent to *Good Housekeeping Magazine*, following the publication of a recent article on insurance savings program, indicate great interest in this approach to the use of life insurance, and this analysis shows that a very few companies, the number being almost negligible, make use of this approach in their advertising."

"The practice of rendering to policyholders a report on the previous year's operations is general. However, it is apparent that many of the efforts in this direction fall short of their goal because of the lack of the human touch—the preponderance of unglamored figures in the balance sheet, the lack of charts or other similar visual aid which industry in general is beginning to adapt to its needs for presenting the results of their operations in a way by which the public can visualize them."

"It is apparent that companies recognize the importance of putting out what might be termed prestige building material on the company itself. Some of these folders and brochures have been exceedingly well done, but here again, in general, there is much room for improvement."

"A few companies have done a splendid job in explaining annuities in their advertising and selling literature. How far companies should go on this topic will depend, of course,

upon company policy on the sale of annuities."

8. Only a few companies have seen fit to prepare any printed material on the Social Security Act, that is, its relation to life insurance.

9. During the depression the race for volume led many companies to develop unusual or trick policies, most of which were exceedingly complicated, little understood by the average life insurance salesman, and certainly not understood by the public who were expected to buy them. One company submitting its material for this survey stated frankly that due to the unusual construction of their feature policy, they found it necessary to devote more space to a description of the contract than to creating interest or in pointing out the need of life insurance; that this also accounted for their having five different pieces of literature on this particular policy."

It is regarded as a cheering fact that the actuaries themselves are becoming conscious of the problem created by their own ingenuity, and the report quotes the following from the recent address of the president of the American Institute of Actuaries: "Life insurance companies have been selling security for many years, but in recent years instead of stressing the essential benefits that have made life insurance what it is, have we not endeavored to put our wares in sugar-coated packages which would appeal to the buyer in order to increase the volume of production?" The present interest in the subject of security is going to make the buyer look underneath this sugar-coating and try to discover the real meat in the product he is purchasing."

• • •

### IMPORTANCE OF PERSONAL HABITS IN FIRE PREVENTION

THE subject of personal habits is a very ticklish one, one which needs careful handling. It is an old saying that "Fools rush in where angels fear to tread," and in this case we will take the fool's chance. In fact, that is what many people are doing in their careless personal habits with fire every day of their lives. Perhaps the most effective way to approach the matter is to relate the results of some personal habits in other people, as people generally like to hear about the other fellow.

A man dropped a cigarette in a rubbish pile in a rooming house and burned to death eleven people.

A man dropped his cigarette in a couch in the lobby of a hotel. Fire resulted at 3 a.m. and resulted in the death of four people.

Man attempted to sleep and smoke at the same time, result, he set bed afire, was overcome with smoke, and removed in an unconscious state. Only the timely arrival of the fire department saved him from being cremated alive.

Some grown-ups placed Strike-Anywhere matches on kitchen table. Two small children acted upon the implied suggestion and carried some to their playhouse, innocently started a fire. Result, little boy burned fatally.

Do you always think about the safety and welfare of those about you when you discard your match and cigarette stub? Are you mindful of the safety of the children in your home to the extent of providing safety matches, and keeping them out of their reach? Do you have proper respect for the dangerous properties of gasoline and always handle it with care?

Do you always think about the safety and welfare of those about you when you discard your match and cigarette stub? Are you mindful of the safety of the children in your home to the extent of providing safety matches, and keeping them out of their reach? Do you have proper respect for the dangerous properties of gasoline and always handle it with care?

Editor, Concerning Insurance: I should be grateful if you would kindly let me know whether the Mutual Benefit Health and Accident Association with the Canadian office in Toronto, is a reliable firm. I understand the headquarters are in the United States. They offer just what I have been looking for some years in the way of insurance, but as I have never heard of this firm before this week I would like to be sure they are O.K. I believe you always give reliable information.



CLAUDE F. DUNFEE, C.L.U., who has been appointed Manager of Toronto Branch No. 1 of The Great-West Life Assurance Company, succeeding H. A. H. Baker, C.L.U., recently appointed Superintendent of Agencies. Mr. Dunfee joined the Company's agency staff in 1915 at Regina, and established an outstanding record as a personal producer, heading the Company's production club in 1924. He has served as Branch Manager at Regina and Vancouver, and since 1934 has been Manager of the Home Office Branch at Winnipeg. He is a past Provincial Vice-President of the Life Underwriters Association of Canada.

coming to light, and a plan of reorganization as a new company was finally approved by the Court and put into effect, under which the new company was relieved of a considerable portion of the liability of the old company under these non-cancellable policies. While this was evidently a legal method of getting the concern back into business again, it was hard on the poor non-cancellable policyholders who thought they were protected by the capital stock of the company. While this company was allowed to call itself a mutual company, it was in fact a stock company, but the capital stock afforded no protection to these policyholders against a scaling down of the benefits provided by their contracts. As a result this company has received a black eye in the business from which it will doubtless take some time to recover.

Editor, Concerning Insurance:

I should be grateful if you would kindly let me know whether the Mutual Benefit Health and Accident Association with the Canadian office in Toronto, is a reliable firm. I understand the headquarters are in the United States. They offer just what I have been looking for some years in the way of insurance, but as I have never heard of this firm before this week I would like to be sure they are O.K. I believe you always give reliable information.

G. L. B., Port Colborne, Ont.

Mutual Benefit Health and Accident Association of Omaha, Nebraska, with Canadian head office at Toronto, has

**The Wawanese Mutual Insurance Company**  
Canada's Largest Fire Mutual

A leading All-Canada Company — in volume; in strength; and in service to "select" property-owners and agents.

Home Office, Wawanese, Man. Eastern Office: 341 Church St., Toronto. Branches in Vancouver, Edmonton, Winnipeg, Montreal, Moncton.

FIRE, WINDSTORM, AUTO, CASUALTY

**THE OCEAN ACCIDENT & GUARANTEE CORPORATION LIMITED, FOR ALL CLASSES OF INSURANCE**

Canadian Head Office  
Federal Building,  
TORONTO

ALBERT C. HALL  
Manager for Canada  
and Newfoundland

CHARLES HAGYARD  
Assistant Manager

Applications for Agencies Invited



**ABSOLUTE SECURITY**

W. R. HOUGHTON, MANAGER

**United States Fidelity & Guaranty Company TORONTO**



### "SEASONED TIMBER"

Just as the rings on a tree mark every stage of its growth, so every year in the history of the Continental Casualty Company has recorded sound development and progress.

Today, the Continental is "seasoned timber." Year by year, through fair weather and otherwise, it has steadily advanced, meeting claims promptly, building carefully and well, continuously serving Canadians with the best and most economical form of protection available in Casualty Insurance.

STABILITY—Assets of the Continental exceed \$29,000,000.

INTEGRITY—Claims paid amount to over \$165,000,000.

CO-OPERATION—A loyal force of over 800 agents throughout Canada is ample proof of the value of its co-operative service to agents.

Start planning for better income by associating with the Continental.

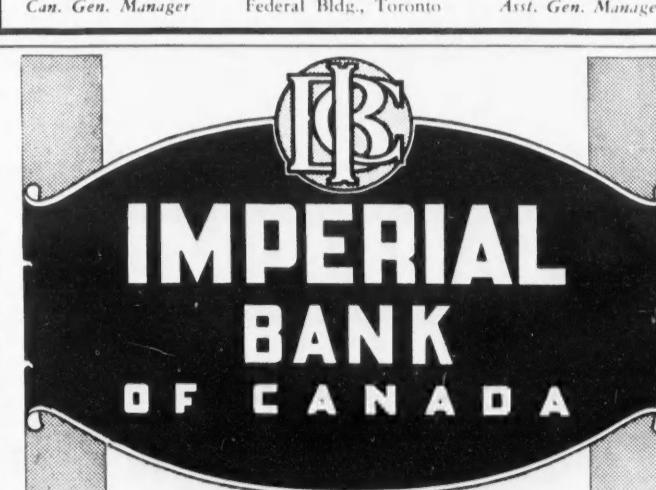
Write us today.

### CONTINENTAL CASUALTY COMPANY

R. D. BEDOLFE  
Can. Gen. Manager

Canadian Head Office:  
Federal Bldg., Toronto

EDWIN MIX  
Asst. Gen. Manager



BANKERS TO THE  
CANADIAN PUBLIC

# SHAW & BEGG LIMITED • ESTABLISHED 1885 Security. Stability. Service

NON-BOARD FACILITIES—CANADIAN AND ONTARIO MANAGERS  
WELLINGTON FIRE INSURANCE COMPANY

Federal Fire Insurance Company of Canada  
Established 1885 Assets \$ 1,244,288.58

CONSOLIDATED FIRE & CASUALTY INSURANCE CO.  
Established 1891 Assets \$ 949,878.13

MERCHANTS FIRE INSURANCE CORP. OF NEW YORK  
Established 1910 Assets \$ 792,379.12

PACIFIC FIRE INSURANCE COMPANY  
Established 1881 Assets \$ 18,041,798.00

BANKERS' & SHIPPERS INSURANCE COMPANY OF N.Y.  
Established 1898 Assets \$ 8,542,731.02

NEW JERSEY INSURANCE COMPANY  
Established 1910 Assets \$ 7,378,390.12

MILLERS NATIONAL INSURANCE COMPANY  
Established 1865 Assets \$ 4,458,561.58

LUMBERMEN'S INSURANCE COMPANY  
Established 1873 Assets \$ 6,224,813.96

STANSTEAD & SHERBROOKE FIRE INSURANCE CO.  
Established 1835 Assets \$ 5,293,806.37

AMERICAN AUTOMOBILE INSURANCE COMPANY  
Established 1911 Assets \$ 1,163,869.98

Assets \$ 18,868,087.42

## TORONTO REPRESENTATIVES

GORE DISTRICT FIRE INSURANCE COMPANY  
Established 1889 Assets \$ 2,338,791.23

ECONOMIC FIRE INSURANCE COMPANY  
Established 1873 Assets \$ 2,290,582.46

PERTH FIRE INSURANCE COMPANY  
Established 1863 Assets \$ 1,619,445.81

PROVINCIAL INSURANCE COMPANY LIMITED  
Established 1903 Assets \$ 10,050,194.75

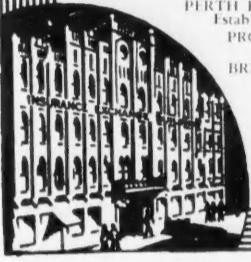
BRITISH OAK INSURANCE COMPANY  
Established 1908 Assets \$ 3,661,446.64

*Applications for Agencies invited and brokerage lines  
solicited from agents requiring Non-Board facilities.*

INSURANCE EXCHANGE BUILDING

14-24 TORONTO ST., TORONTO, ONT.

H. BEGG, President and Manager



A fair attitude in the settlement of claims is productive of high regard and goodwill amongst our Agents and Assured

## The Casualty Company of Canada



HEAD OFFICE  
TOKYO  
Everything but Life Insurance—Agency Correspondence invited.  
GEORGE H. GOODERHAM,  
President.

A. W. EASTMURE,  
Managing Director.

## THE STANDARD LIFE

THE ANNUAL COMPOUND REVERSIONARY BONUS and ANNUAL CASH DIVIDENDS of the

STANDARD LIFE have been maintained since 1927 despite economic fluctuations

MUTUAL LIFE ASSURANCE

## STANDARD LIFE ASSURANCE COMPANY

HEAD OFFICE • 3 GEORGE STREET • EDINBURGH

HEAD OFFICE FOR CANADA, 391 St. James Street, MONTREAL

All policies are written and issued in Canada and claims are admitted and paid by the Canadian Board of Directors

WILFRID POCCKLINGTON, Branch Manager, 24 King Street West, TORONTO

J. BEDELL HAMILTON, Branch Manager, 422 Richmond Street, LONDON, ONT.

J. H. DRUCK, Branch Manager, 107 and 110, Blackburn Building, 85 Sparks Street, OTTAWA

A. G. S. GRIFFIN, Branch Manager, Room 1413, 36 James Street South, HAMILTON, ONT.

1887 GOLDEN JUBILEE YEAR 1937

## THE MANUFACTURERS LIFE

READY MONEY

Life Insurance should be the foundation of every Estate because

—at death it can be realized upon at once and at its face value;  
—there is no forced sale of assets to supply ready money for pressing needs.

been in business since 1910, and has been operating in Canada under Dominion registry since November 11, 1934. It is regularly licensed to transact accident and sickness insurance in this country, and has a deposit with the Government at Ottawa of \$155,000 for the protection of Canadian policyholders exclusively.

All claims are readily collectable, and the Association is safe to do business with. Benefits under its contracts are liberal and the rates are low. The policy is not a closed contract like that issued by a stock company, as the Association reserves the right to assess policyholders if necessary, but so far no assessments have been levied. I am officially informed, and in view of the present financial position of the Association, this contingent liability may be regarded as a remote one. If a person understands this contingent liability feature of the policy and is willing to assume it in order to effect a saving in the current cost of his insurance, there is no reason in my opinion why he should not do so.

At December 31, 1936, the total assets of the Association were \$1,692,073, while the total liabilities amounted to \$4,292,073, showing a net surplus of \$400,000 over all liabilities. Total income in 1936 was \$8,981,981, and the total disbursements were \$8,102,925, of which \$8,183,935 was the amount of net losses paid.

It is to be noted that the policy does not cover while the insured is not continuously under the professional care and regular attendance at least once a week of a licensed physician other than himself.

There is a non-cancellable provision in the policy which reads: "This policy may not be terminated at any

time during a term for which the premium has been paid and accepted by the Association." That is, if an annual premium has been paid and the money accepted by the Association, the policy cannot be cancelled during the year.

Editor, Concerning Insurance:

We have been approached by the United Mutual Fire Insurance Co., of Boston, to place some of our insurance with their company.

Would you let me know if this is a sound company to do business with, as we find their rates much lower than the ones we are now enjoying?

M. H. A., Toronto, Ont.

United Mutual Fire Insurance Company of Boston, Mass., with Canadian head office at Toronto, was incorporated in 1908, and has been doing business in Canada since April 3, 1925. It is regularly licensed in this country and has a deposit with the Government at Ottawa of \$161,199 for the protection of Canadian policyholders exclusively.

At the end of 1936 its total assets in Canada were \$133,328.33, while its total liabilities in this country amounted to \$61,082.95, showing a surplus here of \$72,245.38. Its total income in Canada in 1936 was \$121,131.38, and its total disbursements in Canada, \$89,198.28, of which \$32,089.91 was dividends to policyholders.

Its head office financial statement shows a strong financial position, and the company is safe to do business with. All claims are readily collectable.

## MARKETS SURVIVE TEST

(Continued from Page 21)

radical enough to affect the situation in recent weeks, but the undercurrent of doubt comes easily to the surface whenever it is disturbed. This is a factor with which the authorities will have to reckon. They can not tax and regulate business without at the same time impairing prosperity and employment. That increases the load of relief and other expense that has to come from the public purse.

The breaks have not been wide enough to demand a change in the long term viewpoint. It is true that the extent of the stock market loss looks serious in the light of one prominent stock market theory, but it is also possible that artificial influences in the form of governmental action are now weighty enough to over-ride experiences of the past. Whether Roosevelt started the downturn when he issued his warning against speculation last spring, or whether he merely called the turn, may never be known, but in either case any fresh pronouncement on the optimistic side would go a long way towards starting a fresh advance. With Congressional election not far off, the interest of the United States administration lies on the side of higher prices and business improvement.

SOME encouragement has been seen in the active state of business. Volume in the United States has held right into the autumn at its highest level for the whole recovery period. In Canada, industrial production reached new peaks in recent months. Further advances were anticipated for the late months, but the market situation has led to some modification of these forecasts. Actually, the state of business is no guide whatever to the future. If stocks went up because business was good, and business improved because stocks went up, then we would be caught in a trend which would never change. Something like that invaded the public mind in 1928 and 1929, when there was a tendency to believe that the secret of perpetual prosperity had been found. But all the time money was getting tighter and credit more strained. The stock markets crashed some time before business activity was materially affected. That was in accord with past experience, for the stock market has usually been the most sensitive. It improved in 1932-33, before the business recovery developed. By the same token, the reaction in stocks in recent weeks, supplemented by the decline in commodities, should foretell some degree of industrial reaction. But there is no evidence yet that this is to be anything more than a temporary correction.

The real basis for optimism regarding the near future lies in the abundance of cash and credit. This is reflected in cheap money as most potent force for business recovery. It is slow to take effect, but of such persistence that it will not be overcome. This was illustrated in 1928-29, when dear money at first was

completely不顾less, but then discounted at the same rate of one per cent per annum. Such rates represent not the normal condition of banking, but an effort to obtain anything at all in the way of savings on bank funds, and to start the ball of business activity rolling.

OF COURSE there are a few rank pessimists who will say that business can not prosper at all under its loading of taxation and socialization. They ignore the fact that it is improving, and that operating losses have been turned into profits for hundreds of corporations on the public eye. The figures of banking reflect this to little extent because so many concerns have had all the cash they required for expansion thus far, and others have needed to borrow very little. The later stages of rising business involve greater use of bank credit. Similarly in the field of stock market speculation, most people have been able to do their cautious buying with cash, that technical feature in fact has been one source of strength in the recent break, because few people were forced to sell to meet margin calls, and selling dried up quickly at the lower levels. Likewise there is very little demand for capital in permanent terms, so long as industries have enough plant and equipment to meet their needs—new bond and stock financing coming later stages of the business cycle.

Business has now increased to the point where many industries are operating at capacity, and have found it necessary to replace worn-out equipment. Further increases in business will broaden the demand for new plant and equipment, and that will be the time when new capital will have to be attracted on the basis of earnings. Furthermore, new inventions perfected during the depression years are waiting to be commercialized.

The commodity and stock markets have survived a severe test with moderate losses and a minimum of liquidation, in a way which demonstrates their fundamental strength, and at the same time paves the way for a fresh period of advance on a sound basis.

## Expectations Realized

When the test comes; when the claim for loss is presented, is the time when experience proves the wisdom of insuring in a Company having ample assets and a favourable background.

## BRITISH TRADERS INSURANCE COMPANY, LIMITED.

ESTABLISHED 1865

ASSETS OVER \$30,000,000.00

Head Office for Canada, Metropolitan Bldg., Toronto

1887 Serving Canada for Half a Century

1937

## AN INCOME FOR LIFE

One of our Pension Bonds will enable you to guarantee for yourself and your wife a comfortable retirement income at any age you select.

Any of our representatives will gladly explain the advantage of this plan and its reasonable cost.

## The DOMINION & CANADA GENERAL INSURANCE CO.

HEAD OFFICE - TORONTO

Montreal, Ottawa, Hamilton, London, Winnipeg  
Calgary and Vancouver

## An "All in One" Cover

Complete protection is provided for your clients' personal belongings and household effects all in one policy.

THE GREAT AMERICAN PROPERTY FLOATER POLICY covers anywhere against all hazards.

Write us for applications and rates.

Unsurpassed loss adjustment service throughout Canada and the United States.

GREAT AMERICAN INSURANCE CO.  
ROCHESTER UNDERWRITERS AGENCY  
AMERICAN ALLIANCE INSURANCE CO.

Great American

Group of

Insurance Companies

New York

Fire Automobile

Head Office for Canada, 465 St. John St., Montreal

TORONTO

WINNIPEG

VANCOUVER

## IN SAFE HANDS

Priceless boon—to know your life's savings will be safely and economically handled for your beneficiaries! Appoint this Company your executor. Expert knowledge, long experience, permanency that outlasts any individual, will relieve those you desire to protect of anxiety, raise the value of your estate, however modest. Take steps in time.

THE CANADA PERMANENT TRUST COMPANY

BAY AND ADELAIDE STREETS, TORONTO

TRUST COMPANY

**Loewe's famous  
BRUYÈRE**  
*"Logadgets-no plumbing"*

\$5  
\$10  
\$15

*The Logan*

**L&CO.**  
TRADE INQUIRIES TO THE  
LOEWE COMPANY  
191 UNIVERSITY ST. MONTREAL

**Loewe**  
of the  
**Haymarket**  
LONDON, S.W.1



HON. MICHAEL DWYER, Minister of Public Works, Mines and Labor for the Province of Nova Scotia, who was recently elected President of the Canadian Institute of Mining and Metallurgy.

—Photo by "W. H. W. in Canada."

work to date would indicate recovery of possibly \$5 per ton after allowing for all contingencies. Unless materials and general costs of operation increase substantially, one of such grade would be highly commercial at Red Lake if developed on a large scale.

Pickle Crow appears to be able to maintain operations on a basis yielding a net profit of \$15 on each ton of ore treated. The mill is already treating ore at a rate of over 10,000 tons monthly, and has a designed top capacity of 12,000 tons per month. Officials have declared there will be no let up in extension of development, with the thought in mind that within a reasonably short time it will be possible to give consideration to further enlargement of the mill. The dividend of 10 cents per share quarterly is considered preliminary to a higher rate of distribution in due time.

EVEN as a rough-and-ready principle, the idea that possession of colonies gives in itself sufficient supplies of raw materials is not borne out by facts. The six basic raw materials of an industrial nation, according to Germany's Propaganda Minister, are coal, iron, oil, copper, cotton and rubber. Coal, iron, oil, and cotton are produced in very small quantities, if at all, in the colonies of the various empires (less than 1 per cent in all cases). Rubber production is concentrated so much in the Middle East that it would be excessively difficult to carry up the area for distribution among the empires, only in the case of copper could some rough-and-ready redistribution be effected. It is largely for that commodity that Hitler turns his eyes so persistently to Africa.

Another statement by Hitler is that "the demand for colonial possessions owned by the Reich is one which has its roots in our economic needs." This is no doubt true, but it is also true that Germany's demand, as those of Italy and Japan, has its roots in political requirements as well.

That is the most serious obstacle to a solution of the raw material problem. From either angle, that of the empires or that of the "dispossessed" nations, colonial expansion is undertaken partly for economic reasons and partly in accordance with the 20th-century doctrine of religion of the State, that is, for power and prestige. Any simple, reasonable economic argument in favor of liberating raw material and foodstuffs supplies seems destined to meet a check as soon as it comes up against the political requirements of national expansion. The only way out seems to be to dissociate the question of raw materials from the question of colonies. But this means taking the cultural motive out of a wide field of present-day economic activities, and therefore the reasonable, if not very creditable, recommendations of the League Committee on Raw Materials seem to offer a somewhat tortuous line.

The fact of the matter seems to be that each nation, as it were, is more or less self-sufficient in all major commodities. If such an arrangement were feasible, which it is not, it would still be unsatisfactory, in that the proved advantages of international trade, whereby a large proportion of materials would naturally be obtained from parts of other empires, would be lost.

HITLER'S statement that "space for living is too small without the addition of colonies to it to guarantee the undisturbed survival and lasting existence of our people" has very little sense in it. Indeed, the trade theories of classical economists which are prevalent, especially well in the post-war stage, unfortunately owing to raw materials has become nearly a universal obsession, and the problem is no longer permitted to solve itself by the free working of economic laws.

British greatness as a tradition was built up on her techniques and ability of manufacturers, not on the enormous wealth of raw materials and foodstuffs from her overseas possessions. These supplies would have been forthcoming in ample quantities in the 19th century, whether Britain had overseas possessions or not. It is unfortunate, then, that the nationalist policies of the 20th century have partly diverted natural resources into special channels, and Germany, Italy and Japan have a particularly disastrous situation now, and are discrediting their claims to colonies. None of the empires' blameworthiness in the matter of restrictions on colonial supplies, nor indeed to transfer economic control and influence to another apart from both, a whole host of ill-founded acts in attempting which is not a solution to the economic problem.

In the first place, it is not enough to have a massive, less capable distribution of raw materials, and

## THE COLONY PROBLEM

### Germany's Demand For Colonies Is Political More Than Economic

BY GILBERT C. LAYTON

Saturday Night's Financial Correspondent in London

INTO an excessively delicate political situation Hitler threw another demand for colonies at the Nuremberg Rally. Just about the same time the League Committee on Raw Materials issued its report on access to raw material supplies. Meanwhile, British imperial routes were being threatened in the Mediterranean and in the Far East by one or more of the three powers seriously dissatisfied with the distribution of the world's raw materials. Germany, Italy, and Japan.

Hitler's statement that "space for living is too small without the addition of colonies to it to guarantee the undisturbed survival and lasting existence of our people" has very little sense in it. Indeed, the trade theories of classical economists which are prevalent, especially well in the post-war stage, unfortunately owing to raw materials has become nearly a universal obsession, and the problem is no longer permitted to solve itself by the free working of economic laws.

British greatness as a tradition was built up on her techniques and ability of manufacturers, not on the enormous wealth of raw materials and foodstuffs from her overseas possessions. These supplies would have been forthcoming in ample quantities in the 19th century, whether Britain had overseas possessions or not. It is unfortunate, then, that the nationalist policies of the 20th century have partly diverted natural resources into special channels, and Germany, Italy and Japan have a particularly disastrous situation now, and are discrediting their claims to colonies. None of the empires' blameworthiness in the matter of restrictions on colonial supplies, nor indeed to transfer economic control and influence to another apart from both, a whole host of ill-founded acts in attempting which is not a solution to the economic problem.

In the first place, it is not enough to have a massive, less capable distribution of raw materials, and



### MINES

(Continued from Page 29)

is a valuable process and may be able to establish works in Canada which may be operated to good advantage in view of Canada as well as on ore from other parts of the world. Cheap transportation would be a prime requisite of such a venture, and the selection of a site of tidewater is to be expected.

Copper output of mines in Canada for the seven months ending July 31 amounted to 285,000,000 lbs., an increase of nearly 22 per cent over the corresponding period of 1936, although the production in July was 41,762,000 lbs. compared with 12,000,000 lbs. in June.

Denton Nickel is extending its shaft to 500 ft. in depth, with work now at about 100 ft.

Madison Red Lead is meeting with results of underground work at the first level which confirm the earlier diamond drill indications. The enterprise centres its hopes upon development of tonnage in sufficient volume to assure low costs of operation. The

### BUSINESS AND MARKET FORECAST

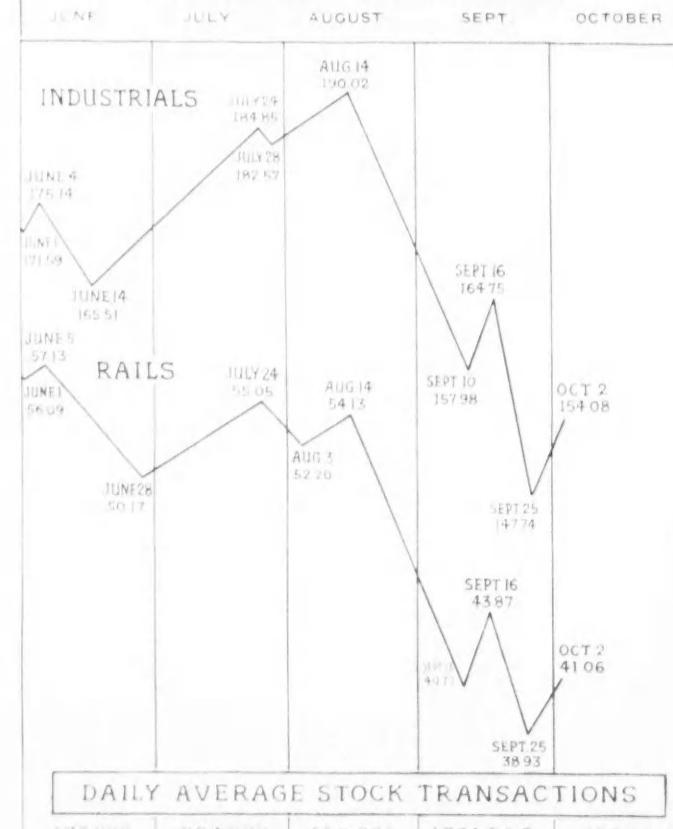
(Continued from Page 21)

Whether the market has now turned for the 40-60% recovery normal to a steep decline such as has been under way since the 190 level of last August, or whether it will decline somewhat further into the 152-139 zone before a turn-about is witnessed, should be determined at an early date. If last week's lows are to prove the turning point, then a rally to the 165-175 level on the Dow-Jones Industrial average is called for, with probabilities favoring the higher limits.

It would not be surprising if the current week will witness the test as to whether the market has seen its low point for the decline from August. A setback of several days' duration failing to carry one or both averages either to, or other than fractionally lower, their recent low points of 38.93 and 147.38, if accompanied by declining daily volumes, would be distinctly encouraging in this respect. If the market then rose, carrying both averages decisively above the rally points from which such setbacks started, intermediate advance would then be confirmed.

As against the above pattern, should BOTH averages, on any nearby decline close at or below 37.92 and 146.37 respectively, the downturn would have been reconfirmed. In view of the strong support area in which the market would then be working, however, it would still seem probable that such break would terminate within the 145-140 limits on the Industrial average, and that at such point the 40-60% rally mentioned in an earlier paragraph could be expected.

### DOW JONES STOCK AVERAGES



No. 4 of a Series—"Why an Investment House?"

## Sound Sponsorship Instils Confidence

Public sponsorship by investment houses with a reputation for care and judgment adds an important element of value to a corporate issue.

Some years ago a large corporation, without underwriting, offered a large block of its stock for subscription by shareholders at 120. The market price for the stock at the time was 145 and due to the attractive offering price the directors considered it unnecessary to insure success by an underwriting. However, as a result of market changes and substantial selling by speculators, the market for the issue rapidly declined and it became generally known that there was no underwriting syndicate. When market prices had fallen to 125 and there seemed to be serious danger of complete failure, the corporation decided to call on its investment house to underwrite the issue. This was done and the immediate reassuring effect of the public announcement arrested the selling wave—the threatened failure,

which might have involved serious consequences, turned into complete success.

Why did sound sponsorship aid this financing? Primarily, because the investment house which had underwritten and vouched for the securities had the confidence of the investing public. Less easy to define are the intangible values on which that confidence was based. Integrity, vision, achievement, a keen sense of responsibility, close and continuous relationship with its clients and with industry—these are some of the qualities on which confidence is founded. The investment house which has these characteristics is the house which is able to give sound sponsorship to a security issue—the sponsorship which instils confidence, aids corporate financing and furthers industrial progress.

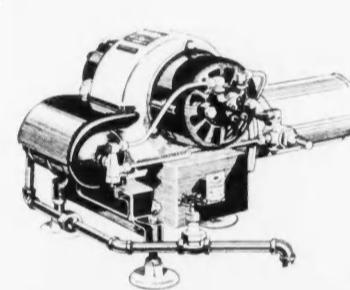
**NESBITT, THOMSON & COMPANY LIMITED**

355 St. James Street West, Montreal, Que.

BRANCHES IN THE PRINCIPAL CITIES OF CANADA

42A

A COMPLETE HEATING SERVICE



### IMPERIAL G+B Automatic OIL BURNERS

\$2500  
DOWN

Sold,  
Fuelled &  
Serviced  
by

5 YEARS  
TO PAY

1 YEAR'S  
FREE  
SERVICE

Canada's largest Oil Company

**IMPERIAL OIL LIMITED**  
OIL BURNERS · STOVE BURNERS · ROOM HEATERS · WATER HEATERS

### HEAVY CHEMICALS

One of the largest branches of the chemical industries of Canada is engaged in the production of acids, alkalies and salts (or heavy chemicals). Its products cover a wide range of chemicals and new products have been added to its output frequently in recent years. In point of value the heavy chemicals industry is exceeded only by two chemical industries, medicinals and pharmaceuticals and paints, pigments and varnishes.

**IT'S ALWAYS HAPPY LANDINGS**

FOR LETTERS WRITTEN ON  
**SUPERFINE**  
**LINEN RECORD**

A pleasant — and impressive — landing, right on the desk of the executive you wish to reach, is assured for your letter when it's written on SUPERFINE LINEN RECORD. And the difference in cost between Canada's finest all-ray paper and the cheapest bond is insignificant when compared with the total cost of your letter. Specify SUPERFINE LINEN RECORD for correspondence, records, legal forms.

**ROLLAND PAPER COMPANY LIMITED**  
High Grade Paper Makers Since 1882  
**MONTREAL**

Mills at ST. JEROME and MONT ROLLAND, Que.

Branch at TORONTO, Ont.

## TEST OF DEMOCRACY

### Must Always Be Ready to Defend Itself Against Encroachment

BY DOROTHY THOMPSON

PRESIDENT ROOSEVELT, in his Constitution Day speech, again suggested that the European democratic governments broke down because the people failed to obtain under them the material benefits they demanded. This is a highly challengeable statement.

The German Republic represented the New Deal concept of the social state. It was the providential state *par excellence*. It had universal old age, sickness and unemployment insurances and benefits. It had universal trade unionism, and for many years it was largely governed by the trades unions. It perished not because it failed to meet human needs, but rather because it *guaranteed* to meet them, and found that the democratic mechanism is incompatible with the blanket mandate to establish the millennium.

No state can meet the demands of the masses for wealth and security and let the masses themselves set the standard of what constitutes their welfare and security. For what every one wants is to work less for more remuneration, and there is a vanishing point to this process. Mr. Hitler succeeds, where the republic failed, in actually increasing total production because he has persuaded, hypnotized or cowed the people into working more for less remuneration and taking a bonus in national glory. Mr. Hitler could have done no more and probably a great deal less than the republic accomplished if he had not had the dictatorial weapon—concentration camps, espionage, force, suppression of all criticism. The suggestion implied in the President's speech that we can do all the things the dictatorships do without dictatorship has been demonstrated to be false over and over again in the last twenty years. There is not a single example of democratic socialism in the world today, whether it is the Marxian socialism of Soviet Russia or the national socialism of Nazi Germany.

As far as Germany is concerned, it is the classic example of what happens if you encourage a whole people to believe that the state can solve all their ills. There comes a point where the state, in order to carry on at all under such a load, must assume complete power, *total* power, and be able to tell every man, woman and child exactly what he shall do, for what remuneration and under what circumstances.

As for the Italian dictatorship, it came about as a direct result of a deadlock between capital and labor, brought about by political policies not unlike those of Mr. Roosevelt. Labor was becoming more and more irresponsible, because labor leaders at the top had an eye on political power, and the leaders of the rank and file were without adequate experience or the discipline of long union training. The Italian employers became panic-stricken, both at the strikers and at a government whom they considered hostile, and were afraid to take old-fashioned methods of dealing with strikes which demoralized not only their own industries but the whole country. Nor were they furnished with any new, legal arbitration methods. Instead, the Giolitti government was trying to be clever and was using the militant workers as a means of extending its own power over mighty economic interests. So the deadlock continued, until a man who had been advocating the most radical methods of the workers, including that of occupying the factories, went and offered his services to the employers and promised to establish order. That man was Benito Mussolini.

IT IS certainly a challengeable statement that dictatorships have replaced "democracies which failed to function," because they failed to yield to every popular demand and caprice

wide policies of economic appeasement and for this purpose the revival of world trade was of the first importance.

The Imperial Conference was soon followed by an unofficial but important conference of the International Chamber of Commerce at Berlin. At this Conference the Chief Economic Adviser of the British Government, Sir Frederick Leith Ross, said that "the treatment of economies as a national problem was a paradox. Nemesis awaited any policy of economic nationalism." The Conference was not content with emphasizing the urgent need of restoring world trade; it made practical recommendations. Among others it urged that exceptions should be made to the so-called "most-favored-nation clause," so that if all countries could not be induced to lower their tariffs together, those who desired to should not be prevented from doing so.

IF PLANS for resuscitation of world trade are to succeed every country must contribute by changes in its own policy to the general end in view. There is a general desire for a restoration of trade, and some efforts have been made to achieve it. But, as Mr. Chamberlain said recently, every nation declares that it wishes for free trade, yet the barriers seem as firmly fixed as ever. If success is to be achieved we shall all of us have to consider as much what we can contribute as what we can get.

Above all, we all of us need a broad vision of the great advantages, both political and economic, which success would mean. We need a determination to drive through the vested interests, and the complexities of the present system, which now obstruct the path. Just think what a difference it would make to the whole international position if the great free countries, Great Britain, France and the United States, could make their initiative to restore world trade successful; could bring in the democratic countries of Northern Europe; and could present a spectacle of union and strength and, at the same time, of welcome to the rest of the world, including those countries whose economies and



Lt.-COL. A. A. MAGEE, D.S.O., K.C. This is a new photograph of Col. Magee, who succeeded the late Rt. Hon. Sir Robert Borden as President of Barclays Bank (Canada). Col. Magee is a member of the law firm of Cook, Magee, Nicholson & O'Donnell, of Montreal.

—Photo by "Who's Who in Canada."

political systems are most different from their own! The whole international position might be not only improved but transformed.

### PAPER TRADE

IN THE paper trade Canada is essentially an exporting country. Nevertheless her imports of paper run into the millions of dollars. The salient characteristic of the Canadian market for imported paper is the variety of the demand. Imports of pulpwood are small. There is a moderate import of woodpulp and a small import of straw pulp. Imports of paper range through printing paper, writing paper, wrapping paper, wall paper, paperboard, tissue paper, photographic paper and a variety of paper containers.

## A FINE ART SAYS— *Stop* TO THE FORGER



IT WAS NOT BY ACCIDENT

that steel engraving became the accepted method for producing bank notes, postage stamps, bonds, stock certificates and similar "money symbols". The fine art of the master steel engraver has about it a finesse that defies duplication and deceit by felonious fingers. To this protective artistry we add careful printing on exclusively-made Safety Paper. Your monetary documents when so steel engraved by this Company breathe distinction and prestige . . . they can never be successfully copied or forged. Our experience of more than a century is at your service.

EXPERT  
and  
EXPERIENCED  
Engraving  
and Printing of  
Bank Notes  
Bonds  
Debentures  
Stock Certificates  
Cheques  
Drafts  
Postage and  
Revenue Stamps  
and other  
Monetary  
Documents

32

## CANADIAN BANK NOTE COMPANY

HEAD OFFICE  
and WORKS  
OTTAWA



BRANCH OFFICES  
TORONTO  
MONTREAL

H Y D R O I S Y O U R S . . . . U S E I T !



There is an unwritten law in the theatrical profession. Regardless of what happens—"the show must go on!" In thousands of theatres throughout Ontario this same traditional rule still applies, but in a different way. Today, "the show must go on"—with Hydro.

The "Talkies" and Hydro, bring to the cities and the small towns alike, the best the theatre offers in drama, music, comedy, while travelogues and news-reels bring a new form of education.

Hydro also makes it possible to enjoy your theatre night right through the hottest season, with the aid of air conditioning and cooling systems, which the majority of theatres now provide.

This same Hydro service that is essential for the "Talkies" is also necessary for night baseball, tennis, lawn bowling and other forms of night entertainment and sport, which electricity now makes it possible to enjoy to a much greater degree.

Thus in the realm of entertainment and sport—as in so many other phases of activity—Hydro—your Hydro—makes an essential contribution to a better, happier, healthier livelihood for the people of the Province of Ontario with its low-cost power.

The success of Hydro in being able to lower power costs in the past two years in the face of a general increase in the price of practically everything we use, is a noteworthy achievement. Its continuous efforts to lower these power costs still further, and extend the benefits which accrue throughout the Province of Ontario, is a matter in which you should be vitally interested.

*The*  
**HYDRO ELECTRIC POWER COMMISSION**  
*of Ontario*



*Part and parcel*  
of Canada's progress since  
the early days when busi-  
ness was done by barter.

### BANK OF MONTREAL

ESTABLISHED 1841

MODERN, EXPERIENCED BANKING SERVICE  
*...the nation's 119 years'*

*successful operation*



## LOANS FOR EXPANSION

The counsel of the officers of this Bank, which has a background of 81 years' experience, can be helpful to the business firm or individual planning to expand their operations. We invite executives of business enterprises desiring Bank Credit to discuss their loan requirements with us.

### THE BANK OF TORONTO

Incorporated 1855

BT2037



1832 1937

### Success and Failures

Should you be planning some important business move this century-old Bank's knowledge of business and industrial successes and failures in Canada may provide an important contribution to your deliberations.

*World-wide facilities in every department of banking*

### The BANK of NOVA SCOTIA

OVER A CENTURY OF BANKING SERVICE



"I Bought a Northern Life Policy —"

— because Northern Life investments are well distributed."

This mining engineer is correct. Northern Life investments are well diversified with no undue amount invested in any one industry or in any one type of security. Northern Life investments represent a well selected cross section of the country's wealth, thus assuring stability of income with a maximum of security.

*A Northern Life policy can guarantee your financial future.*

57

# Northern Life

Assurance Company of Canada

Established 1897

Home Office: London, Canada

## THE UNKNOWN BANK

(Continued from Page 23)  
assets approximate ten times their cash, be it in the till or on deposit with the Bank of Canada. Thus a \$10 million increase in bank cash can mean a \$100 million increase in bank credit available. The loans of the banks take two forms, either commercial loans, or loans to governments or corporations through the purchase of bonds.

THE buying and selling of securities by the Bank to increase or decrease our money supply is carried on continuously from day to day. These purchases or sales are usually referred to as open market operations. When the bank sells bonds, the effects are reversed and credit throughout the country contracts.

Just what the Bank is doing, but not why it is doing it, is clearly set forth in an excellent and informative statistical summary published monthly by the Bank of Canada. This somewhat forbidding pamphlet shows that between February last and July of this year, the Bank decreased its security holdings from \$161 million to \$139 million.

This policy did not contract bank loans in Canada. It did not do so perhaps because Graham Towers whispered a word in the ear of our bank presidents, but more likely because the banks simply did what is always possible over a brief period, namely worked on a smaller cash ratio.

That the Bank of Canada reduced its holdings of securities since the beginning of this year naturally produced a decline in its liabilities, which largely consist of chartered bank deposits. Thus the cash of the chartered banks dropped from \$242 million in January to \$221 million by the middle of August. Total bank credit, however, during the period remained unaffected because the chartered banks permitted a decline in their cash ratio. The ratio of their cash to their total Canadian deposits dropped from 10.4 per cent in January to 9.7 per cent in July last.

The credit policies of the Bank are affected by a wide variety of determinants. It operates the best-informed economic bureau in Canada to keep tab on monetary, industrial and commercial developments. It is in direct contact with the money markets and major central banks of the world. From this and many other sources, a not unsuccessful attempt is made to meet the monetary requirements of the country. Perhaps tomorrow Canada must meet a \$25 million payment abroad. The Bank's advisers will know such needs in advance, and the Bank will be in shape to meet the demand without any undue upset in the price of the Canadian dollar abroad.

Some demand, such as the foregoing, could perhaps explain the mildly deflationary policy which the Bank has pursued since the beginning of the year. Or it could be explained by the fact that while there was a decline in bank cash, yet this decline was offset to a degree by a substantial expansion in the notes of the Bank held by the public. Also, the demand for credit tends to decline during the first six months of the year. Nevertheless, an easier money policy would perhaps have seemed better suited to the needs of 1937. Even the Bank of England and the Federal Reserve Banks, judged on their past records, can not lay claim to infallibility. So, whatever the pros and cons of the present policies of the Bank, it is certain that its management is not infallible, and that it will, from time to time, err in its policies. But whatever errors it may make, its policies will be determined by facts, and not by the old hit or miss methods obtaining prior to 1935, when the Finance Department exercised a remote, inadequate and ineffective control of the money system that produced unnecessary ups and downs in exchange and in the price level, and retarded commercial growth.

IT MIGHT well be asked why the Bank keeps \$179 million in gold in its reserves when a much smaller quantity would meet the requirements of the Bank of Canada Act. Moreover, the Bank could earn interest on some of its gold. Probably the only adequate answer is that Canada as a gold producer is trying to do her part in maintaining confidence in the metal. In good times, a reserve of a billion virtually serves no useful end. In times of stress, when it may be impossible to borrow in London or New York, then it is that the gold reserve often becomes of supreme importance and value. For the future the Bank will have the problem of deciding correctly whether to increase its reserves by the purchase of gold, or whether to buy other currencies.

One important thing that the central bank has achieved since it came into being two years ago has been the creation of a market for short-term government bills. Such a market fulfills three useful functions. First, it permits the government to obtain money for almost as low as a half of one per cent; second, it permits the Bank of Canada more readily to carry on its open market operations; and, thirdly, it provides a security for which there is a need in Canada particularly amongst the banks and large corporations which must hold large blocks of money for brief periods to meet shortly maturing needs or obligations.

Although the Bank of Canada presents its shareholders with an annual report, balance sheet and income account, and generally handles its affairs along the lines of a commercial enterprise, its business is not to make money. It is not a business enterprise. In reality, it consists of a group of professional men engaged in providing a national professional service. The bank is not in the commercial poker game, all it does is to see that there are enough chips available for the old players, and enough for those who are constantly either joining or dropping out of the game. Nevertheless, the Bank can not help but make money.

According to law, the chartered banks must keep 5 per cent of their total deposits with the Bank which in turn invests about 10 per cent of its deposits in interest-bearing securities; the remainder is held in bullion and in foreign currencies. From the interest on securities held, the Bank derives very substantial profits. Further gravy may come from trading in foreign exchange. If the Bank operated purely on a profit basis, presumably it would increase its security holdings at the expense of its reserves and so obtain a larger annual return on its investments.

AS A matter of practice, the chartered banks find it more convenient to keep more than the statutory 5 per cent of their deposits with the Bank and consequently less cash in their tills. At present, they maintain deposits with the Bank equal to 8 or 9 per cent of the total bank deposits of the Canadian public. It is easier to have the Bank of Canada make \$100,000 available in cash at the office of a bank in Vancouver than to insure and express a shipment of actual notes from Montreal, Toronto or Winnipeg.

It is impossible to outline the various day to day factors which enter into and determine the policies of the man whom newspaper reporters invariably refer to as "The youthful Governor of the Bank." Incidentally, about the only thing which the public seems to have grasped about the Bank is that its directing force is not an old man.

If Canadian production increases, more money must go into circulation; if government deposits in the Bank increase, then more money must be pumped into the chartered banks; and if the price level or foreign exchange fluctuates too much the bank must also take suitable action. Bond yields and prices, stock market prices, movements of capital to or from Canada, the volume of call loans and loans to commercial enterprise, and a hundred and one other factors all enter into the anxieties of the management of the bank to provide enough cash in our pockets, enough money in our bank accounts and enough credit for our industries.

Occasionally fears are expressed that political despots may affect the policies of the Bank. There seems little to fear. The Bank's management ought to be, and is affected by social needs. That is what it is there for. The policies of the Bank of England are no more dictated solely by the desire for immediate profits than a parent tries to obtain 5 per cent compounded on the sums invested in the education of his children.

THE only danger which does exist is that the politicians might try to take a hand in the mechanics of credit rather than leaving it to the Bank to work its wonders in its own mysterious way. But such a danger seems remote. The mere establishment of the Bank, instead of the former system, whereby the Dominion Government was supposedly directly responsible for our money system, indicates clearly that the politicians desire a financial buffer, an organization which will handle financial ways and means for them.

Of course, that is one of the reasons for this being, of course, that our outstanding political leaders realize that most of their parliamentary supporters are incapable of understanding, even vaguely, the workings of the money system. Because the Bank is a professional organization, it should in time be able to build a position for itself which politicians will hesitate to assail. Incidentally, a cloud of apprehension, no bigger than a man's hand, seems beginning to make itself evident among our chartered bankers who originally so strenuously opposed the setting up of a central bank.

Another criticism regarding the Bank of Canada is that it has not a sufficiently direct control of all the elements in the financial picture to enable it to exercise fully its supposedly benign influence. For example, in Great Britain no financial institution of any kind, no corporation, no trust or loan company, no bill or bond broker, or no security dealer would dare to run counter to "suggestions" made by the Bank of England. Given time, and perhaps extended powers, the Bank of Canada may gain that prestige which is the mother of authority.

As far as more direct control of Canadian finance in general is concerned, however, a good case can also certainly be made for greater individual financial freedom in a country which, compared to England, is still in the infancy of its economic development.

Perhaps the most valid criticism of the Bank is that, like Providence, its acts are never explained. Obviously, any statement of future policy would defeat its own ends, or might accomplish its ends too rapidly for the comfort of the business world. Moreover, the policies of the Bank are not fixed but vary from week to week, or even from day to day, depending on the ebb and flow of trade. Again, any information regarding the Bank's future policies on credit or exchange would very promptly be used to serve the ends of private organizations, and their ends, often as not, would be contrary to the desires of the Bank and the needs of the country. All of which, however, would not prevent the Bank issuing, say every quarter, a statement outlining the reasons for its actions during the immediately preceding quarter but the quarter before that. Even if the information were three months late, it would be of material value to the country.

Another criticism of the Bank is said to have been recently voiced to Graham Towers himself. As the Governor seated himself at a dinner party, the woman on his left asked him where he lived.

"Ottawa," he replied.

"Oh," she demanded, "are you in business here?"

"Why yes," answered Towers. "I work for the Bank of Canada."

"You better get out of that as soon as possible," twittered his questioner. "I hear there's no promotion or decent pay there."

Good office management involves a constant balancing of quality and economy. Nowhere is this balance better exemplified than in Chencaux Bond. Chencaux Bond has the appearance, the strength and the durability necessary for statements, invoices, memos, report forms and other records, plus the advantage of very moderate cost.

Your printer will be glad to quote on Chencaux Bond.

Obtainable in eight attractive colours and white, in all standard weights and sizes.

MADE IN CANADA BY THE E. B. EDDY CO., LIMITED, HULL

**The WESTERN SAVINGS and LOAN ASSOCIATION**  
HEAD OFFICE: WINNIPEG, MANITOBA.  
EQUITABLE SECURITIES CORP. LTD. BUTLER BYERS BROS. LTD.  
GENERAL AGENTS CALGARY, ALBERTA  
GENERAL AGENTS SASKATOON, SASK.  
McCALLUM-HILL AND COMPANY, LIMITED  
GENERAL AGENTS REGINA, SASK.

Style YOUR FLOORS WITH DOMINION Battleship LINOLEUM

CUSTOM-BUILT to your own specifications . . .

You can have "just another floor" — or by choosing Dominion Battleship Linoleum, you can express the character of your business. This permanent, colourful, easily-cleaned floor never needs costly refinishing. Offered in 21 colours and effects to be laid with or without border or in tile or special designs. Ask your flooring contractor or department store about our 5-year guarantee.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED MONTREAL



HOW MUCH OF YOUR OVERHEAD IS UNDERFOOT?